10/1/38

BROADCASTING

Broadcast Advertising

Vol. 15 • No. 7

OCTOBER 1, 1938
WASHINGTON, D. C.

Foreign
$4.00 the Year

$3.00 the Year
15c a Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

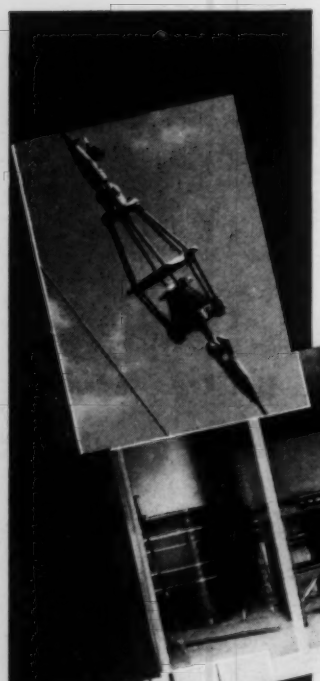
SCHOOL OF BUSINESS ADMINISTRATION
Miami University

A
Legal Tender
SUBJECT

Any advertising person who has a dollar (quiet, please) must have had one or two professional qualms about it. There are professional qualms enough in the life of any advertising person without having WOR remind him, especially in this hair-lessening business of making money. But, ever since we've been old enough to know better, we've kept a dollar flattened beneath the glass of our desk. Freudian? Yes, we've been told that. The point is—that in these days of the Great Confusion, there's nothing quite so exclamatory as a good look at a dollar bill. Here at WOR, for instance, a dollar reminds us that it doesn't take very many of them to send 50,000 perfectly good watts marked "Urgent" into the majority of about 4,262,000 homes with radios. Of course, maybe you don't give a whoop about a dollar. We do. Same even with a buffalo nickel. Both of which are soundly American and perfectly legitimate reasons, as far as we're concerned, why dollars grow so rapidly at WOR. Good reasons, too, why more national spot dollars pass through the hands of WOR than any other station. Another reason would be the dollars returned for every dollar spent—on WOR.

WOR

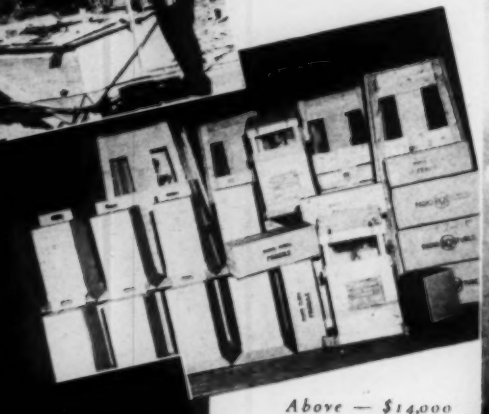
NEW WLS TRANSMITTER



Left—One of the 49 pairs of special insulators used in the cables which stabilize the 586 foot tower. Cost $325 a pair.

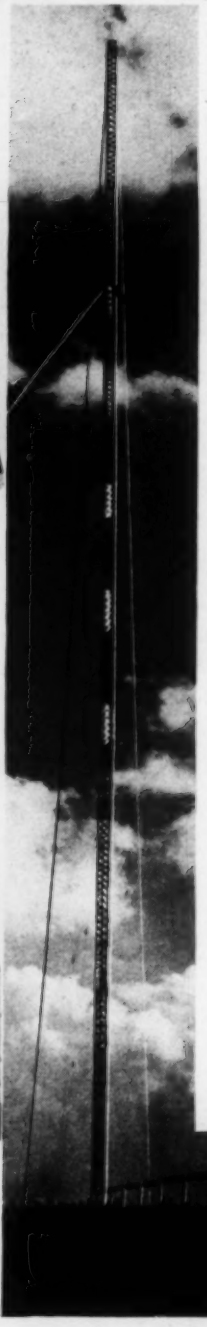
Above — Looking through the glass of the observation room into the transmitter control room.

Left—This porcelain insulator — 24 inches high and 18 inches in diameter supports 45 tons at the base of the tower.



Above — $14,000 worth of radio tubes —a set for regular use—a set of spares.

Left — The 100,000 watt power tube in this crate stands 5 feet high—cost $1650.00.



Ready in October

● WLS' new 50,000 watt high-fidelity R.C.A. transmitter is rapidly nearing completion. The tower is up—the building is finished—landscaping has begun. Engineers expect to start power tests the first week in October.

When finished, our studio equipment, wire circuits to the transmitter, and the transmitter itself will be wide-range high-fidelity throughout. The 586 foot Truscon vertical radiator is on a site selected by Jansky and Bailey for maximum radiation. The transmitter includes all new developments for maintaining peak modulation and signal intensity at all times.

WLS Gets Results — Now Even More So Than Ever Before.

WLS Gets Results

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* **(Chicago)** Glenn Snyder, *Manager*

Again! IN GREATER BOSTON! WNAC Leads ALL Stations

The table of percentages given below is the result of a week's survey to determine the relative popularity of all eight Boston radio stations. Interviews included persons in all income groups in 20 neighborhoods throughout Greater Boston.

The survey was made by the Hooper Holmes Bureau, Inc., of New York, a national organization employing inspectors trained in obtaining accurate information. The bureau has done survey work for National Broadcasting Company, Columbia Broadcasting System, World Broadcasting System, Inc., and for many nationally-known users of radio time.

The universally accepted "roster" method was used, each roster including the accurate program listings of all Boston radio stations. Slightly over 200 personal interviews were made for each period (morning, afternoon or evening) throughout the week. On each call, the inspector asked if the radio had been used, limiting his query to the period immediately preceding his call.

The Latest Boston Station Popularity Percentages Broken Down by Hour Periods

Sunday, July 31, 1938 thru Saturday, August 6, 1938

MORNING	WNAC	WAAB	WEEI	WBZ	WHDH	WMEX	WCOP	WORL	Out-of-Town and Short Wave Stations	TOTAL %
7:00- 8:00	34.7	3.5	30.7	20.1	5.9	**	2.4	2.7	—	100%
8:00- 9:00	37.6	10.7	14.7	18.5	8.3	5.7	2.4	2.1	—	100%
9:00-10:00	16.2	14.9	24.2	31.7	6.5	1.7	3.5	1.3	—	100%
10:00-11:00	35.3	6.6	31.5	11.0	6.2	4.3	3.0	2.0	.1	100%
11:00-12:00	29.3	8.0	26.2	20.8	6.1	3.0	3.2	3.0	.4	100%
AFTERNOON										
12:00- 1:00	45.4	6.5	14.4	19.0	3.6	4.2	4.5	2.4	—	100%
1:00- 2:00	34.6	7.0	33.2	15.6	2.9	1.7	3.7	1.3	—	100%
2:00- 3:00	16.8	37.5	6.8	22.9	2.5	2.0	9.9	1.5	.1	100%
3:00- 4:00	27.2	57.6*	4.7	5.8	1.0	1.9	1.2	.6	—	100%
4:00- 5:00	15.8	61.9*	3.0	11.5	1.7	4.2	.9	1.0	—	100%
5:00- 6:00	26.8	36.4	15.2	8.1	2.6	5.5	3.4	2.0	—	100%
EVENING										
6:00- 7:00	40.1	23.3	8.2	19.0	2.6	2.9	2.1	1.7	.1	100%
7:00- 8:00	47.6	13.3	15.2	15.1	2.4	3.1	2.0	1.1	.2	100%
8:00- 9:00	71.2	4.2	15.3	5.1	1.8	1.9	**	**	.5	100%
9:00-10:00	26.1	5.5	47.0	18.9	1.5	.9	**	**	.1	100%
10:00-11:00	46.6	7.8	30.6	10.2	**	4.2	**	**	.6	100%
11:00-12:00	42.5	9.0	19.4	24.5	**	4.1	**	**	.5	100%
ALL DAY AVERAGE	33.9	21.2	20.1	15.1	3.1	3.0	2.3	1.2	.1	100%

*The large WAAB audience between 3 and 5 is accounted for by the play-by-play broadcasts of the National League baseball games four afternoons during week of survey. **Station not on air.

Write for folder giving complete survey analysis — a valuable guide for every agency and advertiser in buying broadcasting accurately for the Metropolitan Boston area.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

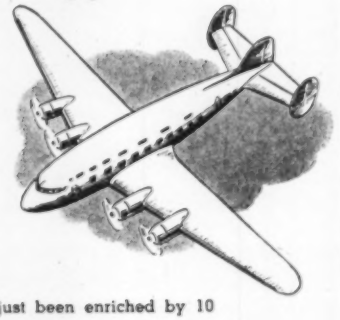
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

"Facts

–says THE LITTLE TAILOR

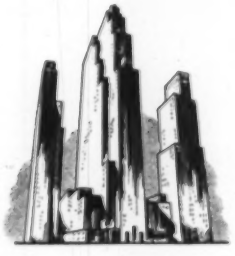
A NEW GROUP OF *Super Sound Effects*



—including exclusive shots of the new Douglas DC-4 plane

STANDARD'S SOUND EFFECT CATALOG has just been enriched by 10 new double-faced releases, Nos. 57 to 66 inclusive. Like all previous releases, this new group is *taken from LIFE* and includes: shots of the DC-4 and D-2 Douglas transport planes in all phases of flight; harbor background during busy working hours; pursuit airplanes in power dives, barrel rolls, crashes and burns; the largest mass airplane flight ever staged—450 Navy planes, seaplane effects, a new montage effect for introducing news broadcasts; heavy truck and motorcycle effects; outboard motors; explosions; sirens; surf; and a variety of code transmission effects.

Write for complete catalog or new supplementary sheets.



Now . . .

IN NEW YORK!

A complete stock of all Standard Super-Sound Effects carried to provide *immediate delivery* to the metropolitan area and faster service to Eastern points. Our representative, Mr. Robert McCullough, is available for consultation on your sound problems.

R.K.O. BUILDING
PHONE: CIRCLE 5-4895

's worth repeating!"

about *Standard Radio's*
TAILORED TRANSCRIPTION SERVICE

1 **The *Only*** transcription service which enables a station to choose specific types of talent to supplement its own talent resources and fit in with its individual program needs.

2 **The *Only*** transcription service which guarantees one hundred musical selections each and every month.

3 **The *Only*** transcription service which offers complete coverage of popular music — 98 per cent of all current popular tunes are released monthly by Standard!

4 **The *Only*** major independent service unhampered by network strings and complications — or time-selling and commission schemes.

5 **The *Only*** service offering turntable equipment which becomes station property.

Tailored Transcription Service saves *you* more because it *fits* you *better*. Why not ask us to measure *you* for a Tailored Transcription Service — and see how much *you* can save!

Are your Transcriptions up to Standard?

Standard Radio

180 North Michigan Avenue • • • • • Chicago, Illinois
6404 Hollywood Boulevard • • • • Hollywood, California

MUSIC: UP AND OUT

ANNC'R: This is . . . the TEXAS STATE NETWORK.
. . . (END) . . .

Network . . .

NOT "HOOK-UP"

Many regional radio groups are merely hook-ups for piping sponsored shows. The Texas State Network is a full-fledged net system. TSN feeds its 23 member stations regular schedules of both sustaining and commercial shows originating on TSN. In addition, TSN stations receive Mutual service. Network features on stations they can tune in any time are making a hit with the 99.3% of Texas listeners served by TSN. There is an audience of prosperous Texans waiting for *your* show over the only network that covers Texas with *23 primary areas.*

Above: Movie Star Shirley Ross greets the TSN audience as Elliott Roosevelt acts as M. C. on inaugural broadcast September 15.

BOB HOPE flew from Hollywood to add humor to TSN's first-broadcast party.

GENE AUTRY, Texas cowboy star, added his songs to the big TSN show.

"PASS THE BISCUITS, PAPPY" sang W. Lee O'Daniel's Hillbilly Boys on the TSN opening show, after the governor-nominate himself greeted all Texas.

EVERETT MARSHALL returned to Fort Worth to add his bit to the TSN send-off.

GEORGE FISHER, MBS movie reporter, came from Hollywood to talk to TSN listeners.

TSN
TEXAS STATE NETWORK

Affiliated with
MUTUAL BROADCASTING SYSTEM

TEXAS STATE NETWORK, INC.

ELLIOTT ROOSEVELT, *President* NEAL BARRETT, *Executive Vice-President*

GENERAL OFFICES: 1119 West Lancaster, FORT WORTH

Business Offices in New York, Detroit and Chicago . . . Key Stations: KFJZ or KTAT, Fort Worth, and WRR, Dallas

KFJZ and KTAT, Fort Worth	KXYZ, Houston	KFYO, Lubbock	KRBC, Abilene	KCMC, Texarkana	KAND, Corsicana	KNOW, Austin	KRIS, Corpus Christi
WRR, Dallas	KABC, San Antonio	KBST, Big Spring	KPLT, Paris	KFRO, Longview	WACO, Waco	KRIC, Beaumont	KRGV, Weslaco
	KGNC, Amarillo	KGKL, San Angelo	KRRV, Sherman-Denison	KGKB, Tyler	KTEM, Temple	KLUF, Galveston	(Rio Grande Valley)

Large dots indicate cities from which NBC has originated broadcasts during crisis—Sept. 10 to Sept. 26.

THIS COULDN'T HAPPEN IN 1914

But today, through the miracle of radio, all America hears history made . . . follows it across Europe's seething map!

In less than three weeks—from September 10 to Hitler's historic declaration on September 26—NBC has brought, and NBC's affiliated stations from coast to coast have broadcast, 89 vivid short wave pick-ups from the cities indicated on the map above—cities where another chapter in world history is being written. Both sides of the grave Czechoslovakian question have been radioed to American homes. Hitler . . . Chamberlain . . . Benes . . . Hodza . . . Mussolini . . . Litvinoff—all have spoken over NBC Networks—all have been heard by millions of American radio listeners.

European correspondents of American newspapers and press services have graphically depicted on-the-spot scenes as they occurred in war-conscious cities . . . have painted accurate pictures of dramatic, high-strung, angry crowds . . . have expressed expert opinion on the entire situation. From city to city across the whole seething map of Europe NBC has switched, taxing man's ingenuity and resources, keeping its finger on the throbbing pulse of Europe to bring America history as it's made!

To keep this country in instantaneous touch with every new development, NBC has spared neither time, nor man power, nor money. Sponsors of commercial programs have graciously stepped aside, permitting cut-ins on their time or relinquishing it entirely. Hundreds of special Press Radio bulletins, based on reports of the AP, UP and INS, broadcast by NBC the moment they've been received, have added to the wealth of information America has heard.

Once again NBC has recognized and fulfilled—and will continue to fulfill—its obligation to serve the public interest, covering with complete neutrality all phases and viewpoints of the situation.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System

A SERVICE OF THE RADIO CORPORATION OF AMERICA

An exact measurement of comparative net cost in Cincinnati radio

THE Crossley coincidental study in Cincinnati* supplies time-buyers with an exact tool for measuring station-effectiveness... an exact measurement of comparative *net* cost in Cincinnati radio!

Crossley, Inc. found that WKRC, Columbia's Key Station for Cincinnati, led all local network stations in Cincinnati in first place mentions—morning, afternoon and evening for the entire week.

In the morning, WKRC had 27% more first place mentions than its nearest local network competitor. In the afternoon, the lead—over all the local network stations *combined*—was 158%. For the entire day, WKRC had 80% more first place mentions than its nearest local network competitor and 23% more than all of the other local network stations *combined*.

Yes, advertisers prefer WKRC. So do dealers. Because listeners prefer WKRC and that means sales!

***ONE OUT OF THREE**

Survey by Crossley, Inc.: conducted for 14 hours of the day, all seven days of the week of April 3, 1938. 38,811 completed calls —*that's the equivalent of one out of every three radio homes in all Cincinnati!*

WKRC COLUMBIA'S STATION FOR CINCINNATI

550 Kilocycles • Owned and operated by the COLUMBIA BROADCASTING SYSTEM. Represented nationally by RADIO SALES.

REPORTING MILITARY MANEUVERS WITH MILITARY DISPATCH

UNITED PRESS ace war correspondents, Webb Miller, Edward Beattie Jr., Reynolds Packard, Eleanor Packard, Robert H. Best are now at the European Front reporting minute-to-minute developments of the most dramatic news story since the World War.

Behind this line is the army of **UNITED PRESS** staff men in every vital news center.

Good reasons why **UNITED PRESS** is consistently scoring the most sensational series of news beats in modern history.

UNITED PRESS

RADIO'S ONLY COMPLETE NEWS SERVICE

Photographs from top to bottom: WEBB MILLER, EDWARD BEATTIE JR., REYNOLDS PACKARD, ELEANOR PACKARD & ROBERT H. BEST.

"..over the Columbia Broadcasting System and THROUGH WGAR"

With sleek racing planes hurtling through space at speeds of more than 300 miles an hour . . . with flying notables from the earth's four corners constantly dropping out of the sky . . . with excitement and confusion which naturally come when 200,000 human beings at one time decide to take a look, radio undertook no pipe-cinch job when it went to work to give the world an eyewitness account of Cleveland's 1938 edition of the famed National Air Races.

But when CBS officials deemed the big event network entertainment, they also indicated their faith in the staff of youthful veterans which man Cleveland's WGAR. And following eight hours of broadcasting during the three-day period, orchids in bountiful quantities were bestowed upon General Manager John Patt's originating station. Said Elmore Bacon, radio editor of the Cleveland News, "it remained for the WGAR crew to give a calm and interesting description."

First for CBS and WGAR (with many exclusives) were the arrival of Jacqueline Cochran who outflew nine men to capture the Bendix Trophy; the landing and greetings of "Wrong Way" Corrigan; interviews with Fred C. Crawford, Thompson Trophy donor, and its winner, Colonel Roscoe Turner; Major Alexander Seversky, holder of the east-west transcontinental record, and others. It is big-time performance such as this that is causing more and more advertisers to write two words into their schedules ". . . through WGAR."

WGAR "CATCHES" DOUG CORRIGAN

THOMPSON TROPHY DONOR SPEAKS

Aviatrix Cochran at WGAR mike after Los Angeles-Cleveland dash in 8 hours, 10 minutes, 31.4 sec.

Perched high on special platform above the stands at National Air Races, WGAR's Dave Baylor follows Thompson Trophy Race for CBS.

At Each of Four Pylons were WGAR mobile units. Announcers described progress of the races as planes banked around the markers. Note guy wires of pylon at left.

BROADCASTING
and
Broadcast Advertising

Vol. 15. No. 7 WASHINGTON, D. C., OCTOBER 1, 1938 $3.00 A YEAR—15c A COPY

How a Foreign War Would Affect Radio

Little Change in U.S. Broadcast Operation Seen by Federal Officials but Monitoring Would Be More Intensive

WAR CLOUDS over Europe will have little, if any, immediate effect upon broadcasting operations in the United States.

That is the composite judgment of Washington's radio officialdom, particularly with this country in the position of a neutral. Without exception, the view was expressed that there is no cause for alarm for radio, and that even if Europe plunges into another conflict broadcasting operations in this country will in all likelihood continue substantially unchanged.

Under the so-called war section of the Communications Act of 1934 (606) the President is given broadest possible powers in connection with communications. By proclamation he can suspend or amend existing regulations governing all communications, including broadcasting. He can take these actions whether a war exists or there is a threat of war or even in a state of public peril or disaster or other national emergency. Most significant, however, is the specific clause that he can take such action "in order to preserve the neutrality of the United States."

Intensive Monitoring

In spite of this, it is generally felt there will be no steps taken to impede operation of broadcast stations in any serious fashion so long as this country remains neutral. Of course, it is impossible to forecast what action would be taken in event of the unexpected entry of the United States into war. Obviously, in such event, there would be protective measures.

Because of the many inquiries regarding the troubled situation, BROADCASTING undertook to sound official sentiment on the prospective status of broadcasting in the event of a European war. While officials, for obvious reasons, did not desire to be quoted, they talked freely.

Salient composite viewpoints included:

Broadcasting, under the present plan of operation, would remain in status quo.

No reason is seen for any greater censorship of radio than of newspapers, particularly in connection with news broadcasts.

Intelligence officers probably would exercise a greater degree of surveillance over broadcast operations along with all radio in times of international stress. There would be more intensive monitoring of broadcast operations.

International shortwave broadcasting stations probably would be controlled to some degree because of possible "unneutral" interpretations.

Before any restrictions would be placed on broadcast operations, it is thought there would have to be provocation. In other words, if espionage activities were discovered in connection with any communications operations, these unquestionably would lead to stringent protective measures. It goes without saying that any station licensee, whatever his field of operation, found implicated in any "unneutral" activities, would be deprived of his operating license and perhaps forever precluded from holding another.

The section of the Communications Act dealing with war or other national emergencies, reads:

Upon proclamation by the President that there exists war or a threat of war or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations within the jurisdiction of the United States as prescribed by the Commission, and may cause the closing of any station for radio communication and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station and/or its apparatus and equipment by any department of the Government under such regulations as he may prescribe, upon just compensation to the owners.

Perusal of the Congressional hearings in connection with the Communications Act clearly shows that the purpose of Congress was to give the President broadest possible powers in control of communications during a war or emergency, but it is apparent also that international and ship communications rather than broadcasting are considered most important from that standpoint.

Radio Needed for Morale

Because broadcasting stations, operating in the so-called medium wave band, do not have substantial coverage outside territorial limits of the country, it would not be necessary to commandeer these facilities for the maintenance of neutrality or even in actual war, according to some radio experts. On the contrary, it is felt that broadcast operations are desirable to maintain morale. Entertainment, news and the usual broadcast fare would be a diversion from war troubles, at the same time keeping people at their radios for official emergency proclamations and instructions.

The current situation differs radically from the World War, when there were no broadcast operations as such. Communications were carried on by high-powered low-frequency stations and by amateurs. When this country entered the War, amateur sets were sealed by Presidential proclamation, and many of the "hams" joined the colors as radiomen. Transoceanic stations were rigidly censored and monitored by the Government. Two high-power German code stations, at Sayville and Tuckerton, N. J., were commandeered by the United States.

The Radio Act of 1927 and the Communications Act of 1934 automatically prevent foreign operation of domestic radio facilities

(Continued on page 64)

Fast and Vivid War Service Given Nation by Broadcasts

BY DOZENS of speeches from national leaders, scores of reports from foreign correspondents, hundreds of commentaries from expert analysts at home and abroad and countless special bulletins, the major networks have brought to every American within range of a radio receiver the complete and continuous history of the European crisis precipitated by Hitler's Nuremberg address Sept. 12.

That speech, like Hitler's Sept. 26 speech, and that of Prime Minister Chamberlain the next day, plus the two messages from President Roosevelt, which were broadcast by all networks, focused world attention on the Continental scene. From Sept. 12 onward, American radio kept diligently to its greatest job of international reporting, keeping at it straight through the Munich four-power conferences.

The story really starts two days before, on Sept. 10, when listeners to NBC and CBS heard President Benes of Czechoslovakia, speaking from Prague, trace the growth of his country's democracy and pledge its maintenance at all costs. But it was Hitler at Nuremberg who started the sub-Atlantic cables and the trans-Atlantic radiophones buzzing.

Before the day ended NBC listeners heard M. V. Fodor, Prague correspondent for the *Chicago Daily News*, describe the Czech reaction to Hitler's demands, while those who tuned to CBS were given reports by William Shirer, Columbia's continental representative, from Prague; AP's Melvin Whiteleather, from Berlin; John Wittacker of the *Chicago Daily News*, from Paris, and Edward R. Murrow, CBS European director, from London.

That was only the beginning. Since then NBC up to Sept. 27 had broadcast more than 90 programs from Europe, bringing the voices of English Prime Minister Chamberlain, Mussolini, Premier Hodza of Hungary, Maxim Litvinoff of Russia, Joseph Goebbels, German Minister of Propaganda, and hosts of foreign correspondents including NBC's own representatives, Fred Bate in London and Max Jordan in whatever part of Central Europe the news was hottest. NBC broadcast exclusively Chamberlain's departure from Munich and his arrival at London following his visit to Hitler and then carried the report of his interview with Hitler by G. Ward Price of the *London Daily Mail*.

CBS, with H. V. Kaltenborn and Bob Trout at the microphone and Transatlantic radiophone almost constantly, carried the address of Anthony Eden and the trans-Atlantic interview with Jan Masaryk, Czech Minister to England, to select only two specials. An outstanding scoop by CBS in its crisis

(Continued on page 63)

Radio Performs Superbly in Storm and War Crises: *An Editorial*

SUPERB is the word for the job the stations and networks have been doing in covering the latest domestic and international crises. Rising to magnificent heights once again, the storm-ravaged stations of New York and New England virtually repeated the saga of radio's role in the 1937 Mississippi-Ohio River Valley floods when the Sept. 21 tropical hurricane struck. Stations that were able to remain on the air (and nearly all of them were hit in one way or another, though most were able to return to emergency operation) threw all their facilities and every ounce of their staffs' energies into the task of rescue, relief and news.

As did the flood area stations in 1937, they earned the plaudits and gratitude of their officials, the Red Cross, the military and eager relatives and friends for their unstinting and untiring services during the harrowing days of storm and flood. Right now they are digging out from under, many of them with badly damaged plants, all of them with severely depleted exchequers. But everyone in radio may well view with pride a magnificent opportunity for public service well met.

Even before the hurricane-flood emergency broke, American radio, notably the networks, were proving their public service mettle on another sector—the European crisis. That radio rose to the task, carrying not only the news as it broke but fair and impartial interpretations and splendid on-the-scene accounts, every person who kept his ears glued to the loudspeaker will attest. "Radio," so the saying went in Washington circles, "and Roosevelt stopped Hitler," as the news of resumed peace negotiations after the President's second message to Hitler heightened the world's hope there would be no war.

These broadcasts on an international situation fraught with hope, fear and sometimes terror, were carried so regularly and so comprehensively that every embassy in Washington had men at their radios around the clock, and even many European listeners tuned to the American shortwaves. So far as radio was concerned, the clearance of commercial time was no object as against the necessity of serving an anxious public.

Time was cleared freely on networks and their affiliated stations, more than often at the expense of sponsored programs, for the news broke (and is still breaking as this is written) too fast to be any respector of previous time commitments. Employing staffs of experts like those maintained by the American networks in foreign capitals and at home, engaging guest commentators who must be paid, reserving large blocks of "time" on the international radiophone circuits, gathering news and editorial comment from the press associations and newspapers by telegraph before it is printed, transcribing the shortwave "news" reports from European capitals for later rebroadcasts in "group takes"—all this was well worth the cost in time and energy. For again it proved to the American people that their radio systems give them more news more accurately than those of any other country.

Any American listener who heard the propaganda-saturated "news" reports from the government-owned radio stations abroad, particularly from the dictator countries, must upon reflection thank his lucky stars not only that he lives in a country far away from the strife and turmoil but that America maintains a democratic radio along with a free press.

Radio Again Succors Stricken Areas

Public Service Becomes Watchword; Stations Blown Down

By MARTIN CODEL

HARDLY a radio station in New York City and the New England States escaped the ravages of the storm and flood which raged through those sections Wednesday and Thursday, Sept. 21 and 22, laying waste transmitter equipment in their paths, throwing out power supplies almost everywhere and forcing many broadcasters off the air for periods ranging from hours to days.

Yet radio once again rose to its opportunity for public service, as it did in the devastating floods of 1936 and 1937, and every station remaining on the air or capable of returning to the air at once threw every ounce of resource and energy into the task of rescue, relief and news reporting.

Service First!

Nearly all of the stations in the area of the tropical hurricane and floods, which took an even greater toll of life than the 1936-37 floods, lost its power supply almost from the onset of the holocaust. Most of them were able to get back on the air by devious means within a matter of minutes or hours, though a few were total losses. Immediately and without exception they launched into public service activities, casting aside all other commitments and making their facilities available instantly to state, civic, police and rescue officials and to the Red Cross which once more found occasion to laud the services of radio [see page 13].

Immediately upon the resumption of communications into the stricken areas, BROADCASTING asked every station thought affected to report what happened to it and what it did during the crisis. Responses were received from practically all and eyewitness or first-hand accounts are published in this issue.

So far as could be learned, the only stations that were almost totally dismembered were WNLC, New London, Conn., which with transmitter blown down and roof of transmitter house blown off reported it will be off the air for possibly three weeks; WORC, Worcester, which lost two of its three towers and was unable to return to the air until Sept. 24; WPRO, Providence, disabled for two days when a tidal wave raised water over the base of its towers and both towers had their top thirds blown off; WEAN, Providence, whose towers became a tangled mass as the hurricane struck but was able to rig up a tractor-driven emergency power supply and return to the air Thursday night with 100 watts power. WJAR, Providence, was the only station in Rhode Island whose towers remained standing, but it was forced off the air two days by lack of power.

All of these, it is understood, were covered by wind and storm insurance, as are most stations, so that their physical losses will be at least partially compensated. It is impossible to calculate the sponsored time lost by all the stations in the stricken areas, but it is a certainty that it will run into hundreds of thousands of dollars.

Emergency Grants

Shortly after the scope and effect of the disaster became apparent, the FCC notified all licensees in the Middle Atlantic and New England States that it would expedite all requests for operation beyond license terms for rendering emergency assistance. Many part-time stations were thus enabled to remain on the air full time and others were authorized to operate with such facilities as were left available regardless of usually rigid regulatory terms.

As in 1936-37, the broadcasters found radio amateurs instantly cooperative in establishing emergency communications, some of the "hams" being members of station staffs and others being impressed into standby service for official communications via whatever facilities were available.

In adjacent columns will be found a detailed report of station activities, as gathered by telegraph, telephone and mail by BROADCASTING. Recapitulating, it was learned that in the New York area [see detailed story on page 14] WOR lost only one minute of time when it switched to an alternate power supply; WEAF suffered two power failures that kept it off the air most of the afternoon and evening of Sept. 21; WJZ continued without interruption, carrying part of the WEAF-Red network schedule; WABC lost about five evening hours when its power supplies failed but lost only 48 minutes of programming by switching over to WHN and WNYC. Other stations were unaffected.

In the Boston area, the WNAC-WAAB transmitter at Squantum lost its power supply at 4:30 p. m. Wednesday, but both stations were

Photo courtesy of *Providence Journal-Bulletin*

GOV. CASE'S SUMMER HOME, or what is left of it, at the foot of a hill following the devastating hurricane of Sept. 21. Just 20 minutes before the house was toppled by a tidal wave Gov. Case, who was abed ill, and his family, moved from this cottage close to Narragansett Bay and about 12 miles from Providence. The FCC Commissioner has been ill since late August with neuritis centered in an arm. He and his family have moved to a friend's home in Providence. The house is a total loss, but some furniture has been salvaged from the wreckage.

back on the air in 45 minutes, rendering particularly effective service through the Yankee Network News Service. WBZ went out when the storm struck but its synchronized sister station, WBZA, Springfield, stayed on the air and became the official outlet for the Governor's Emergency Commission. WCOP's power failed from 5 p. m. Wednesday to 8 p. m. Thursday. WEEI was out from 6 p. m. until 7:30 next morning. WMEX lost its tower at once but got back on the air at 7 a. m. Thursday, in the meantime serving as feeder for an emergency amateur network. WORL was off only a short time due to power failure.

In Hartford, WTIC lost its power immediately, got back on the air about 10 p. m. and worked through on a round-the-clock basis while WDRC, unaffected, sent its mobile unit all over the city to give warnings of wires down, etc.

In Worcester, WTAG's three towers were blown flat but it used its old tower as an emergency outlet and lost only 10 minutes while WORC blew down completely.

At Springfield, WSPR rigged a special antenna next to its studio and powered itself from a nearby truck while WMAS had to remove to the garage of its chief engineer as rising waters kept it off the air for seven hours.

WATR, Waterbury, claimed it was the only station in Connecticut that was undamaged, while WBRY in the same city, not in the path of the storm, was off the air for eight hours due to power failure.

Power Troubles

WNBH, New Bedford, losing its power supply, was not able to get back on the air until Friday morning. In Fall River WSAR's transmitter was inundated by 10 feet of water and it did not get back on the air until Sept. 26. WNBC, New Britain, Conn., also losing power supply, went off the air at 4:15 Wednesday and returned shortly after noon next day. WFEA, Manchester, N. H., lost its power but was back on the air in the afternoon. WLLH, Lowell, lost only its Lawrence booster station which was off 20 hours, while WLAW, Lawrence, failed at 5:15 p. m. Wednesday but returned to the air at 7:03 a. m. next day. WELI, New Haven, was off from 3:30 Wednesday afternoon until 5 next morning. WICC, Bridgeport, was forced off the air late Wednesday night but returned to regular schedules on time next morning.

WHEB, Portsmouth, N. H., one of the worst hit places, reported that it decided not to attempt to return to the air after its power failed at 5:45 p. m. because most home receivers in the area were useless anyway. It resumed schedules at 7 next morning after miraculously escaping damage from the terrific winds and lightning. Up in Lewiston, Maine, the new WCOU was thrown off when power failed while in Portland WCSH was silenced from 6 to 11 p. m.

The accounts as received from the stations will be found on this and succeeding pages.

Radio's Role in Another Disaster Lauded by The American Red Cross

[*Official statement to* BROADCASTING *Sept. 26*]

RADIO has picked up where it left off following the eastern floods of 1937. Again the air-waves play an important part in Red Cross disaster relief operations as seven states dig out of silt and debris following assault by hurricane, fire and flood.

A few hours ago a radio news bulletin announced that the American Red Cross was caring for 12,000 families in New England and Long Island. It was a message of reassurance to an anxious public who know that Red Cross is responsible for human needs, for family rehabilitation.

In the current disaster radio has aided the work of emergency relief though the dissemination of information and by appealing for a Red Cross relief fund to aid sufferers.

In affected areas the New England networks and individual stations are doing their part to raise a relief fund and keep the public informed of the progress of Red Cross relief operations. There have been numerous newscasts over the national networks. Amateur and government shortwave radio operators report conditions in isolated communities when other methods of communication fail. The Red Cross is grateful for the cooperative measures of the radio industry, and of all amateur radio operators.

YANKEE NETWORK

By Al Stephenson

NEW ENGLAND'S hurricane died officially the night of Sept. 21 at 10:15 p. m., leaving WNAC and WAAB in Boston with the enviable records of being the only local stations on the air for the duration of the catastrophe and virtually the only means of communication not only for cities and towns but for thousands upon thousands of New Englanders.

Emergency crews worked by candlelight at our Squantum transmitter to restore the power when normal sources failed at 4:30 p. m. Sept. 21. Within 45 minutes both stations were back on the air working from batteries and emergency power lines. As the power lines to the control boards in WNAC studios were down, remote control sets were set up to act as control panels. From 5:15 p. m. until 6 p. m. the following night, Sept. 22, full staffs of WNAC and WAAB remained at their posts receiving and broadcasting calls for assistance.

The Yankee Network Weather Service did yeoman service from the time of the first definite warning that winds of destructive force were in the offing until the storm had abated. First warning of the hurricane was broadcast on the regular Yankee Network Weather Service broadcast at 7:15 a. m. Sept. 21. From the weather Service penthouse atop WNAC studios in Boston, meteorological instruments told the story of the storm and made the only graphic study available in New England, used by the *Boston Globe*. The wind steadily increased until the peak at 6:25 p. m. when it reached the maximum velocity of 99 miles per hour, coinciding exactly with the lowest pressure recorded at that time on the barometer, 29.06.

A Call for Serum

Probably the outstanding example of public service rendered during the hurricane was the call received from Providence for typhoid serum. WEAN, Shepard-owned station in Providence, was off the air, both towers being down. The only means of communication between Providence and the outside world was a one-way line from WEAN to WNAC. Providence could call Boston and could receive WNAC's broadcasts. Through this wire the message of Secretary of State Capella of Rhode Island to national authorities for boats and troops was relayed by Yankee officials. On the same wire Dr. McLaughlin of the Rhode Island Public Health Service sent through a call for typhoid serum.

Yankee Network officials contacted every available source in the State and finally located an adequate supply from Dr. Pope of the Massachusetts Public Health Commission. Next it was the problem to find means of transporting the serum to Providence. Western Union was selected from 95 organizations who offered their services as it was then carrying messages through the Providence area by auto. The serum was delivered.

Shortly after 8 p. m. John Shepard 3d, president of Yankee Network, broke precedent when he ordered all national programs to be cut to make way for emergency calls such as dispatches to National Guard troops on duty, the Coast Guard and American Legion recruits.

Soon after this an irregular schedule of 15 minutes of music and 15 minutes of "appeals" was observed. Messages of all description were handled by the station and at 6 p. m. Thursday night calls were still coming in and enough were on hand to keep the station going for many more.

WBZ - WBZA BOSTON-SPRINGFIELD

DESPITE the fact that its 50,000 watt transmitter was rendered useless in the storm's early moments, NBC out of Boston rendered yeoman service in the worst hurricane to hit New England in history. WBZ's synchronized station, WBZA, Springfield, was not damaged and therefore provided facilities for NBC in Boston.

Immediately appointed as an official outlet by Gov. Hurley's emergency commission, WBZA lost no time in filling the breach. A staff, weary from the rigors of a continuous election broadcast into the early morning hours Wednesday, barely began to get some rest before they were called in entirety and assigned emergency duties.

General Manager John A. Holman, accompanied by a staff announcer and an engineer, chartered a plane and flew to Springfield. They were met by Chief Announcer Bob White who had previously gone to Springfield for the election broadcasts. Mr. Holman immediately took charge and even did a lion's share of mike duty.

Meanwhile Plant Manager Dwight A. Myer arranged for a two-way circuit between the Boston and Springfield studios, so that broadcasting was also possible from the Boston studios through Springfield's transmitter. Lines were also installed to the State House where a pickup point was established in the office of the emergency commission.

At various intervals this commission released scores of bulletins concerning conditions throughout the state, road conditions, danger zones and precautions of all types to be taken in effort to prevent the spread of disease.

The WBZ studios served as a clearing house for public and personal messages, while the boys at WBZA kept the wind-torn and flooded stricken Springfield area as well informed as possible.

For three days and nights all members of the WBZ & WBZA staffs were in action, getting brief rest periods when they afforded themselves.

It was the first time in 18 years that WBZ's transmitter had been off the air for so long a period.

WEEI, BOSTON

By Harold E. Fellows

FIRST of all, may I say that the New England radio stations collectively did, and are doing, a mighty fine "public service", a job which makes me proud to belong in New England broadcasting.

Through E. B. Rideout, our weather man, we were able to foretell the coming hurricane and warn people in advance to watch out. We were also able to organize in mild form (we had no idea what organization would be necessary until some three or four hours later) in anticipation of difficult and emergency obligations.

Unfortunately, just before 6 o'clock on Wednesday night we lost our power. We were unable to get back until approximately 7:30 the next morning, despite all-night efforts to establish emergency generators, Deisel engines, etc. However, our organization stayed on the job throughout the night, receiving and inviting the emergency messages from state and relief organizations and individuals and preparing to "shoot" with our entire facilities the moment we returned to the air. Once we returned to the air, at 7:30 on Thursday morning, we devoted practically our entire facilities throughout the early morning to the emergency at hand. We were, and I'm sure every other station was, successful in delivering relief messages to their destination and in helping to organize their first "lines of attack" from the relief standpoint.

Since then we have worked continuously within our four walls, gathering the information of importance and arranging consistent and continuing broadcast periods for the distribution of information or messages on behalf of National Guard, State Police, trans-

(*Turn to Next Page*)

portation companies, Commonwealth of Massachusetts, various municipalities, etc.

This part of the work is nearly over, and the Red Cross work is really just starting. We arranged for, and originated for all Columbia stations in New England, the first Red Cross Relief Conference in their major drive for relief funds, the night of Sept. 25.

We sincerely hope that we have fulfilled our duty and our desire to serve. We know that our contribution and effort cannot equal that of many New England stations in areas much harder hit than ours, stations which having lost towers and equipment, have rushed makeshift facilities into action and carried on despite every possible handicap.

One angle of our activity is quite interesting. Because we have our own meteorologist, E. B. Rideout, we were able to perform one especially important public service. All day Thursday, rumors grew and grew that a second hurricane was imminent. We kept sending Mr. Rideout back on the air time and again to assure New England listeners that no second hurricane was in the offing and to explain exactly what weather was "brewing".

WCOP, BOSTON

MORE than 2,000 emergency messages of air and official orders were broadcast from WCOP within 24 hours of the time that New England suffered the worst disaster in its history. Besides humanitarian work, WCOP also carried the story of the tropical hurricane and flood to radio listeners in all parts of New England, Pennsylvania and New York through a special hookup of stations.

Forced off the air at 5 o'clock Wednesday afternoon as a huge tree fell on the power lines at the station transmitter, cutting off all electricity, an emergency crew from WCOP worked throughout the night removing the debris so that WCOP could take the air again at 8 o'clock next morning.

During the night General Manager Gerald H. Slattery had made arrangements with the *Boston American*, and a direct line was installed from the station studios to the city room. Throughout the following day news bulletins were carried direct from the newspaper office. Frank McCormic, newspaper photographer, who flew continuously for eight hours over the storm area, was interviewed immediately upon his return to Boston and his story gave New England's radio audience a first eyewitness account of the disaster's ravages.

Between newspaper broadcasts, emergency and personal messages to persons and authorities in various parts of the storm area were transmitted. Practically all commercial programs were cancelled for these.

On Friday a special network was arranged with WNBC, New Britain; WELI, New Haven; WOV, New York, and WPEN, Philadelphia. In a series of specially arranged broadcasts, the story of the storm was sent out from the office of the *Boston American* and directly from scenes of flood and desolation at Hartford and New Haven. The entire station staff was mobilized at 4 o'clock Saturday morning and announcers, engineers, office staff and station officials stood by ready to broadcast any official emergency messages that might be requested.

Later Saturday WCOP resumed its regular programs.

New England listeners heard an exclusive direct story of emergency relief plans Sept. 26 as WCOP broadcast a special program from the conference room where WPA Administrator Harry Hopkins met with governors of the New England states and state and local WPA administrators. Heard on the program were Mr. Hopkins, Gov. Hurley of Massachusetts, Gov. Cross of Connecticut, Gov. Murphy of New Hampshire, Gov. Barrows of Maine and Gov. Aiken of Vermont. Beside these speakers, local and state relief administrators, mayors of several New England cities and several congressmen attended the meeting.

SERVICE first, was the watchword at WNAC, Boston, during the storm. Working on flood messages were (l to r) Foster, Chief Operator Stone, Walter Mahey, George Steffey, chief of mechanical production.

Stations Improve Flood Work By Pooling Their Equipment

New York Broadcasters Forget Rivalry to Give All Possible Aid to Areas Hit by Catastrophe

By BRUCE ROBERTSON

RADIO'S tradition of cooperation in the face of catastrophe gained added lustre in New York when the tropical hurricane that smashed across Long Island and New England left in its wake a series of power failures that forced several transmitters off the air. More fortunate broadcasters immediately went to the aid of their brothers in distress, forgetting their rivalries of normal times and offering every possible assistance in helping the others to get their programs back on the air.

In the height of the storm, volunteer steeplejacks labored to put into service an auxiliary transmitter of one station so that it might be at the disposal of another which had been silenced. Another station cancelled its entire evening schedule to broadcast instead the programs of a major network key station which it believed would be of greater value and entertainment to metropolitan listeners.

WOR Off for Minute

First station to be put off the air was WOR, whose power line from Rahway, N. J. went dead at 3:30 p. m. Within a minute, however, the station had switched to its alternative power supply at Carteret, N. J., and from then on there were no further interruptions in its service. At 4:08 the WEAF transmitter at Bellmore, L. I. was silenced by power failure and although the power returned at 4:27 it failed again in eight minutes and the station did not return to the air until 9:45. WOR, although key station of a rival network, offered WEAF the 5,000-watt transmitter which WOR used before its power was increased to 50,000 watts and which it keeps in condition as a standby in case of emergency.

Before this transmitter could be put into operation it was found necessary to string a jury antenna, so WOR interrupted Uncle Don's children's broadcast to send out a call for steeplejacks. Within 10 minutes more than 100 calls were received from volunteers, some as far away as Lancaster, Pa. and Albany. Within a half-hour of the announcement two of the volunteers were at work on the transmitter. Meanwhile, however, NBC officials decided to shift the WEAF evening schedule over to WJZ, canceling the Blue network sustaining broadcasts in New York from 7 to 11 p. m. and airing instead the commercial programs of the Red Network.

WJZ was able to continue without interruption, although engineers at the transmitter at Bound Brook, N. J., manned the pumps to keep the water from reaching the

(*Continued on page 71*)

WPRO, PROVIDENCE

By Steve Willis

AT WPRO the hurricane Sept. 21 blew off the top third of both antenna towers and the tidal wave raised the water level over the base of the towers, wrecking both tuning units. Water reached the main floor of the transmitter house, flooding the basement and wrecking power and phone terminals, phasing and tuning equipment, and the terminals of transmission lines to the towers. Telephone cables to the transmitter were wrecked for a mile and a half back, and with power lines wrecked, there was no power at the studios.

Returning to the air at midnight Sept. 23, WPRO used one tower, non-directional, with 100 watts, powered by a Fordson tractor driving a generator yielding about 7½ kw. Emergency messages were broadcast until 1:30 p. m., and the following day WPRO returned to the air at 7 a. m. and remained until 2 p. m. Meantime, allnight work on the tower stub had improved the signal, and by this time regular telephone and telegraph service had been restored. By 4 p. m., with an "excellent" signal, WPRO was carrying its regular program schedule, with frequent broadcasts of emergency messages.

Ironically, WPRO fed CBS Sept. 22, 11:30-11:45 p. m. and a roundup the following night but could not carry the program itself, since there was no power in the studios. The broadcast, made by candlelight, went over a portable amplifier. The Rhode Island Emergency Council made its first broadcast Saturday, Sept. 24, at 9:30 p. m., presenting representatives of all relief agencies.

The tidal wave swept across Barrington Parkway, sweeping cars into a cove about 200 yards from the KPRO transmitter house, Killing four people.

WNLC, NEW LONDON

By Edwin J. Morey

WNLC has been off the air since Wednesday, Sept. 21, at 2:37½ p. m. Our transmitting tower is down, and our transmitter house had its roof taken completely off in the gale which on that date reached the hurricane proportions of 90 to 100 miles an hour. We shall rebuild the tower and transmitting house and plan to be on the air in three weeks. The only service we have been able to render is the setting up in the Mohican hotel lobby of a receiving set giving full network reception. WNLC studios are on the fourth floor of this hotel.

We had several short cessations of local power on Wednesday afternoon between 12 and 2, but in a matter of seconds this was resumed. Meantime a high wind was becoming worse. At 2:37½ by our log, all local power ceased on which we depend for broadcasting. Lights in the hotel remained on because the hotel generates its own power and lights. By 3 o'clock, our office force had to abandon the studios, which are on the east side, taking the full force of the gale.

Several of our windows crashed in and windows on that whole side of the hotel went in by the dozen. About 5 p. m. at the peak of the

(*Continued on page 66*)

FCC to Probe All Phases of Broadcasting

By SOL TAISHOFF

Oct. 24 Hearing to Cover Ownership, Duplication, Discs, Contracts With Agencies, Sponsors, Advertisers

A CASE history of broadcasting as a business, from its inception in the early 20's with particular emphasis on its economic development revolving largely about the networks, emerges as the scope of the FCC's chain-monopoly inquiry to begin with public hearings Oct. 24.

It became evident Sept. 20 when the Chain-Monopoly Committee made public its notice of hearing, that it proposes to make a "de novo" study of broadcasting's economic development. No phase of network development or contractual relationships with stations, agencies and even advertisers is left untouched. Interlocking ownerships and the development of transcriptions and their relationship to program service also figure in the proceedings, along with such matters as chain program duplications, time clearance, and, in fact, the most intimate phases of station-network operations.

Plans Net Rules

It became equally apparent that the FCC has in mind special regulations for network broadcasting, which it is authorized to promulgate under the Communications Act of 1934. Whether it will seek additional legislation at the next session is conjectural, though it is regarded as likely that some sort of report will be made to Congress when it convenes in January.

The extremes to which the Committee plans to go in checking station and network ownership and interlocking operations was reflected in the issuance Sept. 14 of a questionnaire to all individuals shown on its records to have stock ownership in broadcast stations. The 10-page questionnaire elicits detailed information on such ownership, asking for its return by Sept. 30, except for one form dealing with corporations which is requested as of Sept. 10.

On the surface the questionnaire ties into the search for information on multiple ownership and concentration of control of stations. In its announcement the committee said the returns from the questionnaire as well as other records "are expected to provide a basis for the introduction of revealing evidence."

While it is known that the questions of multiple ownership, of leases and management contracts and of network ownership of stations would be scrutinized, it also had been anticipated that newspaper ownership of stations would be subjected to study, presumably at the administration's behest.

Nowhere in the notice or in the other data released by the committee, however, is there mention of newspaper ownership, though the inclusive shareholders' questionnaire will yield information on newspaper ownership. Obviously this data will be used by the Commission in its study of the whole subject, since it is an open secret that Chairman McNinch is under Presidential mandate to study the situation thoroughly. While the newspaper issue has been dormant for several months, nothing has been heard about rescinding the instruction. About the only change in this matter has been the recent tendency to soft-pedal it.

No Rate Regulation

Despite the penetrating nature of the issues covered in committee's release, it is again emphasized there is no thought of rate regulation or of evolving regulations under which station affiliations or cancellation of affiliations with networks would be subjected to FCC sanction. Chairman McNinch, who harbored public utility-common carrier views about broadcasting when he first assumed the FCC helm just a year ago, has retracted that position publicly.

Instead it would appear that the committee, or possibly its special counsel, William J. Dempsey, has in mind ferreting any data which might indicate "exclusive tieups" or contractual arrangements involving restraint of trade.

Significantly, the committee mentioned patent and copyright matters, stating that a procedure for dealing with these questions is now being studied in cooperation with the O'Mahoney Committee's general study of monopoly. "Representatives of both committees," said the FCC release, "agreed that such a procedure should be developed cooperatively in view of the Temporary National Economic Committee's plan to make a general study of patents and copyrights." It added that when developments warrant, a public announcement will be made.

This is noteworthy because of the proposed action of Neville Miller, NAB president, in drafting a letter to the O'Mahoney Committee asking for a study of ASCAP [BROADCASTING, Sept. 1]. The letter was not sent, however, because Mr. Miller desired to take up the whole subject of copyright with the NAB executive committee which met in Washington late last month.

It has developed that Chairman McNinch, and presumably Mr. Dempsey, have discussed the whole subject of copyright and of patents as they relate to radio with Leon Henderson, executive-secretary of the Federal Monopoly Committee, and that the cooperative course was decided upon.

While the investigation centers on the economic growth of broad-

(*Continued on page 40*)

Inquiry Facts

FCC Committee: Chairman Frank R. McNinch, chairman; Thad H. Brown, vice-chairman; E. O. Sykes and Paul A. Walker. Committee Special Counsel: William J. Dempsey.

Hearing, to be held at FCC offices, New Postoffice Bldg., Washington, beginning Monday, Oct. 24, and to run until completed, probably six weeks. Meeting days, Mondays through Fridays, probably to begin 10 a. m., until 4 p. m.

Hearings to be open to public, with appearances permitted by all persons and organizations which, by Oct. 5, file notice of appearance with outline of evidence they propose to offer.

Three major networks and score of regional and state networks "directed" to appear and present detailed testimony.

Notices "requesting" detailed information on all aspects of transcription production sent to 194 transcription companies, which are asked to produce evidence at hearings.

All broadcast licensees asked to submit complete data on contracts, agreements and other arrangements involving management control and operation, as well as transcription data. To be notified whether they will be asked to testify, after examination of data.

Notice Recites Wide Scope of Chain-Monopoly Hearings

A list of 20 items which each network is to cover at the Chain-Monopoly Inquiry in formal testimony, through "qualified and competent" witnesses were enumerated in notices sent to major and regional and state networks by the FCC Chain-Monopoly Committee Sept. 20.

Networks specifically instructed to appear were NBC, CBS, MBS, in the major groups. Regional networks included Arrowhead (Minnesota); California Radio System; Colonial; Don Lee; Hearst Radio Inc.; Inter-City; King-Trendle (Michigan); North Central Broadcasting System; New York Broadcasting System; Oklahoma Network; Pennsylvania Broadcasters; Pennsylvania Network; Quaker Network; Texas Quality Network; Texas State Network; hookup keyed by WOV, New York; Virginia Broadcasting System; WLW Line Group; Wisconsin Radio Network; Yankee Network.

The listing of items to be covered follows:

Corporate and financial history of network organization including detailed information on both direct and indirect ownership or control thereof;

Nature and character of activities engaged in by network from the date of its organization;

Name, number and location of all stations now or previously licensed to or affiliated in any manner with network with particular reference to the reasons for entering into or terminating any such affiliation and the basis upon which additional affiliations are entered into;

Contracts and Agreements

Nature of contracts, agreements or other arrangements between network and affiliates including reasons for various provisions of such contracts, agreements, or other arrangements, and history of the same;

Classification and grouping of stations connected with network as basic supplemental, etc., with reasons for same;

Financial arrangements between stations and affiliates, including basis for charges made by networks and affiliates;

The history and development of the network program policy, particularly with reference to standards which programs must meet, diversification, accommodation of program characteristics to the requirements of the area served, and program and advertising continuity;

Extent to which affiliates are required to conform to network program policy and extent to which affiliates control or influence policy;

History and development of operating policy and procedure with particular reference to contracts and agreements with wire companies for program transmission;

History and development of policy with respect to sale of time for advertising or other purposes, particularly with respect to standards applicable to products or services for which advertising is accepted;

Detailed information as to the hours which network controls over affiliated stations, the number of such hours actually used for net-

(*Continued on page 49*)

Coughlin Program On 44 Stations

RADIO appearances of Father Charles E. Coughlin, Detroit radio priest, will be conducted on a more extensive scale this season, according to Stanley Boynton, president of Aircasters Inc., the cleric's agency, with a full 52-week program having been set up on a network of 44 stations which may be expanded.

The 4-5 p. m. period Sundays will be used, starting Nov. 6, the programs originating at the Shrine of the Little Flower, Royal Oak, Mich. Beside Fr. Coughlin's talks there will be musical interlude by a prominent voice choir directed by Emile Cote and accompanied by Shrine organ.

Stations already booked are WJR WGR WJAS WHN WFBL WHAM WOKO WCAO WDAS WJJD WCKY WHO WOC WEW WTCN WGAR WHKC WTMJ WIRE WHBI WPG WIBA WREN WIND WBAX WGBI WKBO WESG, Colonial Network (WAAB WEAN WICC WSAR WSPR WLBZ WFEA WLLH WTHT WNBH WBRY WLNH WRDO WHAI WNLC WCOU).

NBC *Information Please* Acquired by Canada Dry

CANADA DRY Ginger Ale, New York, has purchased NBC's *Information Please*, in which the audience asks the questions of the experts and collects awards when they fail to answer, and will sponsor it on the Blue network beginning Nov. 15. Program will retain its present time, Tuesday evening, from 8:30 to 9, and its present talent: Clifton Fadiman, *New Yorker* literary critic, as questioner; Franklin P. Adams, noted columnist; John Kieran, sports columnist, and noted guests as the experts.

One of the most successful shows in winning plaudits from radio critics and intelligent audiences, *Information Please* has been looked at longingly by many agency radio directors and then rejected as being too highbrow for the general run of listener. Accordingly, its success or failure in producing sales of this ginger ale will be closely watched by the advertising fraternity, with plenty waiting to say "I told you so" no matter what the answer. Canada Dry agency is J. M. Mathes, New York.

126 Okey NBC Riders

RIDERS to NBC contracts with affiliate stations calling for the clearance of all cut-in announcements by the network, which would also handle the billing on a network basis and at a standard charge of 7½% of the hourly rate, have been accepted by 126 of the NBC affiliates to whom they were sent late last spring. As six of the network's outlets are located in Hawaii and Canada, there remain only 26 holdouts to the plan, according to NBC's station relations division.

MUTUAL network has signed Quincy Howe, author of *England Expects Every American to Do His Duty*, as commentator on the European crisis, to broadcast an analysis several times a day.

Boice Quits CBS Post; Plans Not Announced

HUGH K. BOICE, vice-president in charge of sales of CBS since 1931, has announced his resignation effective Oct. 20. His plans have not been announced, although he has stated he will shortly make them known. CBS has not yet appointed a successor, nor will it indicate when the post will be filled. Reasons for the break were not made known.

Mr. Boice

Before joining the network as sales manager in 1930, Mr. Boice had spent 20 years in advertising, as advertising manager of Joseph T. Ryerson & Son, Chicago steel company; president of the Critchfield & Co.; vice-president and director of George L. Dyer Co., and radio director of Lennen & Mitchell, where he put Lowell Thomas on the air for the first time as spokesman for the *Literary Digest* and also negotiated Paul Whiteman's first radio contract with P. Lorillard Co. for Old Gold cigarettes.

WHEF GIVES UP
Kosciusko Station Fails to Attend Hearing

AFTER four years of apparently unprofitable operation, WHEF, Kosciusko, Miss., has decided to give up the ghost and turn in its license. The station was cited for renewal of its license to operate on 1500 kc., with 100 watts night and 250 watts day, unlimited time, on Sept. 4. Through counsel, it stated it had no testimony to offer. Examiner M. H. Dalberg, consequently, on Sept. 27 recommended to the FCC that the application be dismissed with prejudice, which means that the FCC has no alternative but to delete WHEF, unless something unforeseen develops.

WHEF was given a construction permit in 1932 but did not begin operation until October 10, 1934. The stockholders were J. E. and C. E. Wharton, formerly in the insurance business. An application to move to Jackson, on the ground that Kosciusko couldn't support the station, was dismissed last June because another local had been granted in that city. Similarly an application to transfer to Roy L. Heidelberg, Southern hotel operator, was dropped.

GOVERNOR CASE ILL, TO ENTER HOSPITAL

A SECOND member of the FCC—former Gov. Norman S. Case of Rhode Island—is expected to enter a hospital because of illness.

Chairman Frank R. McNinch returned to the Naval Hospital Sept. 19 for a checkup, after having spent July in that institution. He was expected to return to the Commission any day. As BROADCASTING went to press, his family reported that his condition was not serious or alarming. Chairman McNinch has suffered several years from colitis and was ordered under observation several months ago by his physicians.

Gov. Case is suffering from neuritis which has settled in his left arm. The arm was injured during his soldiering days and from time to time he has suffered from the malady. On Sept. 28 he was still in Providence, R. I., but was expected to return to Washington during the week and perhaps enter Johns Hopkins Hospital in Baltimore for observation and treatment. His summer home near Naragansett Bay was practically demolished by the hurricane and tidal wave of Sept. 21. At that time he was confined to bed but he and his family departed less than a half-hour before the collapse. Governor Case has been ill since the last week in August. [see picture on page 12].

Delay on WLW Report

ILLNESS of Commissioner Norman S. Case, chairman of the FCC Superpower Committee, has resulted in delaying consideration of the Committee's report on the application of WLW for renewal of its special experimental license to continue with power of 500,000 watts. It is understood the preliminary draft of the committee's report already has been prepared, but Gov. Case has been ill since August and may not return to the Commission for some time. The committee, which also has under consideration the voluminous record relating to proposed new rules and regulations governing broadcasting, plans to submit its report on the WLW case before reaching its conclusions on the rules and regulations.

HAVING arranged for shortwave news rebroadcasts on schedule from London, Berlin, Paris and Rome, Radio Splendid, leading Buenos Aires station, on Sept. 19 started daily news summaries from NBC's shortwave stations W3XAL and W3XL.

FCC Cites WTCN for Pulitzer Play; Hits Block Time, Technical Violations

A TEST case on what constitutes profanity or good taste in program service was ordered Sept. 27 by the FCC in connection with the broadcast last summer over NBC-Blue Network of the Eugene O'Neill Pulitzer prize play "Beyond the Horizon".

The FCC set for hearing the renewal application of WTCN, St. Paul, after receipt of the program continuity. It is understood all Blue Network stations that carried the program on July 28 will be cited and that NBC itself will be called in, even though the FCC has no present jurisdiction over networks as such.

The action unquestionably will be provocative because it appears to be a border line censorship case. While it is not the first incident of this character, it nevertheless is the initial effort of the Commission to "test" the matter of program continuity. The broadcast in question was based on the O'Neill Pulitzer prize winning play of 1920.

Creating a Policy

So far as could be ascertained the Commission does not have in mind any punitive action against either network or affiliated stations but simply desires to establish a policy on this mooted question. Interspersed throughout the continuity of the play, it is reported, were the terms "God" and "damn", though they were not connected. In one FCC quarter it apparently is felt that the words would have to be used together to constitute profanity. The Commission majority, however, on the basis of the complaint it received, felt the whole subject should be studied and that unquestionably continuity of this character shocked the sensibilities of a substantial portion of the listening audience.

The WTCN renewal was set for hearing at the meeting along with eight other station applications. Most important was the designation of the renewal of WCAM, operated by the City of Camden, for hearing in connection with its wholesale lease of time which purportedly involves the question of management control. This question will be raised at the chain-mononoly hearing scheduled for Oct. 24 and will not be heard by an examiner.

In setting the WTCN renewal for hearing because of a specific complaint in connection with the O'Neill broadcast over that station, the FCC instructed its law department to contact NBC. It is presumed NBC will appear for all of its affiliated stations.

In August the FCC wrote WTCN declaring its attention had been directed to the "Beyond the Horizon" broadcast [BROADCASTING, Sept. 15]. The station was asked to supply a verbatim transcript, together with other data.

Presumably it is the Commission's intention to adopt standards defining what constitutes profanity, so far as possible, after the test case. There is no indication of a hearing date though it is not expected to occur until late this year.

In setting the WCAM renewal for hearing, the FCC took into account the 10-year contract made by the city with Mack Radio Sales Co. of Camden, for lease of 1300 of the station's 1500 hours of operation per year at $20,000 [BROADCASTING, Sept. 1]. Because this issue is involved in the forthcoming monopoly investigation, it was decided to turn the whole matter over to the committee in charge of that proceeding.

Several other stations were designated for hearing because of general program services, including medical broadcasts. According to the FCC, KFOX, Long Beach, and KYA, San Francisco, were set for hearing due to program service but more particularly a program of the Basic Science Institute. WNEL and WKAQ, both of San Juan, P. R., were given temporary licenses because of allegedly generally lax operations including block sale of time. KLCN, Blytheville, Ark.; WJRD, Tuscaloosa, Ala., and WJBW, New Orleans, were designated largely because of alleged violation of FCC technical regulations.

It was also learned that a number of letters have been received by the FCC against a recent Judge Rutherford *Jehovah's Witnesses* program broadcast in the Midwest. The Commission has asked the stations involved to submit the continuity, but no course of action has been decided upon. In the past other complaints have been made against the anti-Catholic broadcasts of this religious group.

Independents, AFM Exchange Pacts

Signatures of 80 Are Completed, Others In Negotiation

FORMAL completion of negotiations between the National Committee of Independent Broadcasters, representing the nation's nonnetwork broadcasters, and the American Federation of Musicians took place Sept. 24 when Lloyd Thomas, manager of WROK and chairman of the NCIB, and Joseph N. Weber, AFM president, exchanged contracts signed by some 80 broadcasters and their AFM locals and declared the two-year standard agreement officially in effect.

This does not completely wind up negotiations, as some 40 or 50 more contracts are still being worked out and a slightly lesser number not yet begun. In all, 162 nonnetwork stations are required to sign union contracts, the remainder of the group falling under the $20,000 exemption secured from the union by the NCIB in the first stage of negotiations last spring [BROADCASTING, May 1].

With the contracts, the NCIB delivered to the AFM two letters, reading as follows:

Letters to AFM

We beg leave to transmit herewith the contracts executed under the Plan of Settlement dated May 6, 1938, by numerous independent broadcasting stations, who, in so doing, indicated their willingness to cooperate with you in the increased employment of Federation musicians.

This, however, was not entirely unselfish on our part, but was dictated by our desire to insure the continued supply of electrical transcriptions and phonograph records that we have been broadcasting in the past.

Throughout our negotiations with you we have emphasized the necessity of the use of electrical transcriptions and phonograph records in the successful operation of an independent radio station, and have advised the signers of these contracts that to insure the continuance of their supply from existing manufacturers they should agree to expend their allocated quotas for living musicians at the stations.

We have enjoyed cooperating with you and your organization, and sincerely hope that our mutual efforts will produce the desired results.

* * *

Throughout the negotiations the desire to increase the number of men who might be employed in the broadcasting field has been continually expressed. The committee and the signers of these contracts have assumed from the conduct of these negotiations that the American Federation of Musicians would do nothing to either limit the supply, decrease the quality, or increase the price of electrical transcriptions for commercial or sustaining broadcast programs.

The Disc Problem

The stress laid on transcriptions in the letters is not accidental. Preceding their delivery had gone two-and-a-half days of conferences, with Weber; with Mark Woods of NBC, Charles Gaines of WBS, and M. E. Tompkins of AMP, and among the members of the committee. Most of the conferences, which several times threatened a refusal to continue negotiations with AFM, concerned the record situation, particularly the recent increase in the AFM wage scale [BROADCASTING, Sept. 15] which the broadcasters felt might operate to stop or curtail their supply of recorded music.

Assurances from the transcription companies that their present contracts with stations for library services will be lived up to and that there will probably be no drastic increases within the next year, plus Weber's insistence that since the new scale had been adopted by the AFM general convention he was powerless to change it in any respect, the committee concluded it had done all that it could do at this time and carried out the exchange of contracts. However, it will continue to exert pressure on the AFM for a modification of the scale at the next convention.

All of the nine committee members attended the session: Mr. Thomas; Harold A. Lafount, WELI; C. Alden Baker, WBLK; H. Bliss McNaughton, WTBO; Frank R. Smith Jr., WWSW; Jack H. Howard, WCPO; Stanley Schultz, WLAW; Edgar Shutz, WIL; Gregory Gentling, KROC. Also attending all sessions were Stuart Sprague, attorney for the group, and Everett Revercomb of the NAB headquarters staff. O. L. Taylor, KFYO, and Ralph Brunton, KJBS, who assisted the committee in its roundup campaign [BROADCASTING, Aug. 15], did not attend.

Neville Miller, NAB president, met with the NCIB during most of its first day's sessions, Sept. 22, giving them a general summary of recent NAB activities, especially with reference to the copyright situation. The committee went on record as approving the continuance of the NAB copyright bureau. Although its main objective was reached with the inauguration of the two-year standard agreement, the committee agreed to continue with its work of assisting stations in their negotiations with their local unions until all contracts are completed, and to retain its group identity at least until the next NAB convention.

Decca Prepares to Sue

Meanwhile another worry for broadcasters using recorded music was in the offing as Decca Records prepared to start test suits against a number of broadcasters which it contends ignored its letter of last January stating that the company has property rights in its records that are violated when these records are used in broadcasting. While many broadcasters have respected its claims, others have not, according to Decca's attorney, and it is against these violators that the suits will be filed. He added that a number of requests for permission to broadcast Decca records had been received and that the right had been granted to several educational and religious stations, but that the company had so far issued no licenses nor permissions to commercial stations. The National Association of Performing Artists, which is seeking to tax stations for the privilege of broadcasting recordings made by its members, is awaiting the outcome of the Paul Whiteman case, to be heard shortly, before making further demands on stations.

Marvin, Fromherz Leave

RICHARD MARVIN, radio director of the Chicago office of J. Walter Thompson Co., and Gene Fromherz, spot time buyer, have resigned. At the same time it was learned that Chicago radio activities will be transferred to the New York office, with the Chicago space department handling whatever radio accounts remain in that city. Mr. Marvin resigned as of Oct. 1 and was understood to have gone over to N. W. Ayer & Son. Mr. Fromherz resigned effective Nov. 1. His future plans could not be learned.

Won't Sell WBAL

WITHDRAWAL from sales negotiations of WBAL, Baltimore, was announced Sept. 26 by Elliott Roosevelt, president of Hearst Radio Inc. A number of offers for other Hearst Radio stations are being considered, it was stated, but no additional sales agreements have been reached. Stations in the latter category are WINS, New York; WISN, Milwaukee; KOMA, Oklahoma City, and KYA, San Francisco. Sales agreements, subject to FCC approval, already have been entered into for KEHE, Los Angeles, KTSA, San Antonio, KNOW, Austin, and WACO, Waco. WCAE, Pittsburgh, the tenth Hearst station, has never been placed on the market.

PROCTER & GAMBLE Co., Cincinnati, has stipulated with the Federal Trade Commission that it will cease certain claims made for its Drene shampoo.

Empire State Network Headed by Harold Smith

THE Empire State Network, regional chain comprising six stations in New York State, was organized Sept. 24 with Harold E. Smith, head of WABY and WOKO, Albany, as president, and broadcast its first network program Sunday, Sept. 25. The network includes WABY and WOKO; WIBX, Utica; WMBO, Auburn; WSAY, Rochester, and WBNY, Buffalo. Arrangements were also made with WHN, New York, to act as originating station of the network and WHN will feed the outlying stations approximately 20 hours of programs weekly.

Mr. Smith

Permanent class C lines have been secured for the network, which is being offered to advertisers with or without WHN. Mr. Smith stated that a New York sales office would be established within the week.

CBS will institute a series of Friday and Saturday evening broadcasts from Sept. 23 thru Nov. 5, for the discussion of national issues of the 1938 Congressional campaign by spokesmen of the Democratic and Republican Committees. Both parties will be given equal sustaining time.

MUSICIAN WALKOUT AT WPEN DEFERRED

DISPUTE between WPEN, Philadelphia, and Local 77 of the American Federation of Musicians over the station's expenditures for union musicians during the coming year had strained relations to the breaking point by last weekend, but the expected walkout was postponed for an additional week in hope that a settlement might be effected.

A meeting between Miss Hyla Kiczales, general manager of the station, and union officials was scheduled for Sept. 28. Harold A. Lafount, member of the National Committee of Independent Broadcasters which negotiated the standard agreement for nonnetwork stations with AFM and which set up the minimum quotas for each station, was to have attended the meeting in an effort to bring about fair settlement.

Basis of the argument is that the station, which from the first of September, 1937, to that date this year expended approximately $40,000 for musicians' salaries under its contract with the local, was originally assigned a quota of $31,000. Pointing out that since it signed that contract a depression has set in and that the $31,000 figure is entirely out of line with its present income, WPEN maintains that a mistake had been made and that under the standard system of figuring its quota should be $12,000. Station also states that this latter figure is in line with quotas assigned other Philadelphia stations, specifically mentioning WFIL's quota of $17,000. WPEN also states that it has maintained an orchestra for a long period while other Philadelphia stations were refusing to deal with the union and also that it lived up to its recent contract to the end when the union refused to modify its terms. Union position is that it cannot consider a reduction from $40,000 to $12,000 and that it will hold the station to the original quota figure of $31,000.

WCAU-SECAC Appeal

A MOTION of WCAU, Philadelphia, to dismiss the bill of complaint filed against it alleging infringement of musical compositions by Cross & Winge, music publishers, and the Society of European Stage Authors and Composers, was argued before the District Court of the United States in Philadelphia Sept. 19 but decision was reserved. WCAU asked that the bill be dismissed because by the plaintiffs' own averments, neither had a case against the station. WCAU attorneys also claimed the court has no jurisdiction over the alleged causes of action and that the court cannot issue the order or grant the relief sought in the bill of complaint.

WIBX Deal Off

NEGOTIATIONS for the purchase of WIBX, Utica, by Emile Gough and Curt Willson from Scott Howe Bowen, station's owner [BROADCASTING, Sept. 15], have been broken off because of "insurmountable difficulties", according to Mr. Gough. While there has been no disruption in the friendly feeling existing between the parties, they were nevertheless unable to reach an agreement, he said.

World Signs 31 for Opening Of Spot Group in Key Cities

'Gold Group' Selected as Name of Disc System; Merchandising and Research Plans Drawn

WITH 31 stations in key markets from coast to coast already aligned, Percy L. Deutsch, president of World Broadcasting System, announced Sept. 27 that the new World Transcription System will begin operations as of Oct. 1. The wax chain alignment has been labeled the "Gold Group", and has as its objective stations covering the first 75 markets of the country.

Mr. Kendrick

World announced it is establishing a complete organization to handle the transcription system operations. The sales staff will be divided into two groups, a creative selling force and a market sales staff which will operate collectively to assist advertisers and agencies in setting up campaigns for the system. In addition, a complete merchandising, market research and publicity service will be made available to WTS clients.

The Package Plan

A. J. Kendrick, WBS vice-president in charge of Chicago operations, has moved to New York to head the "Gold Group". Mr. Kendrick said that the new plan removes two obstacles which heretofore have blocked more rapid and constructive growth of spot broadcasting. This has been accomplished, he said, through absorption in whole or in part of the mechanical costs for producing World transcriptions and the ability to buy and handle a spot campaign on a package basis.

Membership in WTS is limited to one station in a market and while the advertiser must use that station if he goes into the market, he is offered complete selectivity of WTS markets and as many other cities as he may desire. It was emphasized that WTS will not attempt to sell stations individually nor in any way compete with the established station representation methods. Mr. Kendrick said campaigns will be the primary sales goal, with outlets offered as a group to meet the exact market requirements of the advertiser.

Mr. Deutsch also announced appointment of the Campbell-Ewald Co. of New York as the World advertising agency to place all publication promotion and serve in an advisory capacity on other advertising and publicity problems for WTS. M. A. Hollinshead, former radio director of Campbell-Ewald both in Detroit and New York, has returned to the New York organization as account executive for WTS. This appointment becomes effective Oct. 1.

In discussing the WTS project, Mr. Kendrick brought out that the package basis of selling advertising is not new. It is employed in the newspaper field through rotogravure, comic weeklies, weekly supplements, and similar mass circulation media. It is used also in the outdoor and street-car card fields and is successfully used in radio by means of networks. WTS, he said, plans to introduce the same principle for spot radio and by this procedure mechanical costs are absorbed by member stations in much the same manner as line charges by networks. In operation, he said, the plan makes for greater economy, more efficiency and better control of spot radio.

The list of "Gold Group" stations as announced by WTS Sept. 27 was:

WOKO, Albany; WGST, Atlanta; WBAL, Baltimore; WGR-WKBW, Buffalo; WCKY, Cincinnati; WHK, Cleveland; WHKC, Columbus; WIS, Columbia, S. C.; KGKO, Ft. Worth-Dallas; KMBC, Kansas City; KLRA, Little Rock; KHJ, Los Angeles; WREC, Memphis; WIOD, Miami; WISN, Milwaukee; WLAC, Nashville; KOMA, Oklahoma City; WCAU, Philadelphia; WCAE, Pittsburgh; KOIN, Portland, Ore.; WRVA, Richmond; WHAM, Rochester; KDYL, Salt Lake City; KTSA, San Antonio; KGB, San Diego; KFRC, San Francisco; KDB —Santa Barbara; KIRO, Seattle; KWK, St. Louis; KHQ-KGA, Spokane; WFBL, Syracuse.

Malted Milk Test

MOLLIE-O Corp., Chicago (canned malted milk), on Sept. 12 started a test of one-minute daily spot announcements on WOOD-WASH, Grand Rapids, and may expand the series to other stations. The firm recently appointed John H. Dunham Co., Chicago, to handle its account.

Court Grants New Delay In Trial of Libel Case

FURTHER postponement of the two-year-old suit of George H. Payne, FCC member, against BROADCASTING and its publisher and editor, alleging libel, was authorized Sept. 16 by the U. S. District Court for the District of Columbia, on motion of Payne's counsel, E. C. Alvord.

With the case, seeking $100,000 in damages, on the ready calendar, Mr. Alvord asked for a postponement until the January term. William E. Leahy, chief counsel for BROADCASTING, opposed the postponement, however, contending that his clients were ready. The court as a result denied the postponement until January but placed it on the November docket, whereas it was likely that the case otherwise would have been reached during October.

The commissioner, who alleged he had been libeled in an editorial published in the Oct. 15, 1936 issue of BROADCASTING, filed his suit the following December. BROADCASTING, through counsel, did not seek dismissal but immediately joined issue in the hope of speedy trial.

Auto Placements in All Media Clipped Pending Revival in General Business

RADIO advertising, in common with all other mediums, has been cut rather fine in the plans of the automobile manufacturers for promoting the announcements of their 1939 models this month and henceforth. Initial commitments are being held at lowest possible levels, a checkup shows, with the promise held out in almost all cases that a real revival of business this coming winter will find all mediums profiting equally in an expanded program.

Chain programs, widespread a year ago, have been abandoned this year except in two cases. Spot presentations have had a perceptible cut also. However, one metropolitan newspaper's assertion that "radio is not a profitable medium for the sale of cars" was challenged sharply here in several agencies which were quick to point out that if the profit possibilities in any one medium were to be considered solely by the light of advertising purchases, the newspapers and the magazines themselves would also be under question this fall.

Chevrolet Continues

The hailing by newspapers of the "abandonment" of the *Musical Moments* transcription series by Chevrolet Motor Co. as proof of the inadequacy of radio as a selling medium" becomes entirely confounded by the news that the series will be renewed Oct. 9, after a silence on the air since Aug. 31. The new series will be heard once a week over about 250 stations for a six-week campaign, which will carry the discs through to the New York Auto Show, starting Nov. 11. Thereafter business conditions will likely determine whether they will be continued. No spot announcements are anticipated for this announcement period insofar as this manufacturer is concerned, although dealers are likely to engage time themselves around Oct. 22, now tentatively set for the Chevrolet 1939 model announcement. The agency is Campbell-Ewald Co., Detroit.

In connection with the *Musical Moments* campaign, it is understood on reliable authority that Chevrolet and its dealers were more than satisfied with the results of the record-breaking series. The fact that Chevrolet moved up to front position in the low price field, it was pointed out, is evidence of that, despite newspaper reports. While the actual reason for abandonment, at least temporarily, of the spot schedule was not disclosed, it is understood that technical and legal questions involving dealer assessments became involved not only in the Chevrolet campaign but in those of all other manufacturers. Until these problems are ironed out, the transcription spot campaigns on a regular basis probably will be held in abeyance.

Summary of other radio activity finds these situations:

Olds division of General Motors is making available spot announcements to dealers for their use as desired. Olds is also sponsoring football games of Michigan State College over WJIM, Lansing, and the Michigan Radio Network, and of Northwestern U. over WJJD, Chicago. Agency is D. P. Brother & Co., Detroit.

Buick division of General Motors is using 26 recordings for 12-word announcements over 100 stations leading up to its announcement Oct. 5. Will continue to sponsor big sporting events, although no definite commitments are made. Agency is Arthur Kudner, Detroit.

Pontiac division of GM will make transcriptions for dealers, featuring unusual factory sounds of production, each disc one minute long. No factory advertising over radio contemplated now. Agency is MacManus, John & Adams, Detroit.

Cadillac division of GM plans no radio advertising. Agency is MacManus, John & Adams, Detroit.

Chrysler Plans

Plymouth division of Chrysler Corp. used spot announcements over 100 stations to announce 1939 models late in September; announcements continuing into October. Agency is J. Stirling Getchell, Detroit.

DeSoto division of Chrysler plans no radio advertising. Agency is J. Stirling Getchell Inc., Detroit.

Dodge and Chrysler divisions of Chrysler: Plans unavailable. Agencies are Ruthrauff & Ryan, Detroit (Dodge) and Lee Anderson Adv. Co., Detroit (Chrysler).

Chrysler Corp. is sponsoring *Major Bowes* on CBS on continued contract.

Ford Motor Co. is sponsoring *Ford Sunday Evening Hour* on CBS until late spring; also indicates use of large number of spots to promote new models, now due for introduction late in October or early in November. Interest is attracted to this manufacturer and probability of large number of spots is presented by reports that he will be in the field with a new model priced between the Ford "85" and the Lincoln-Zephyr. Agency is N. W. Ayer & Son, Detroit.

Nash-Kelvinator Corp. will use announcements featuring Boake Carter late in October as announcements of new cars are led up to. Will drop *Prof. Quiz* on CBS when present contract runs out.

Studebaker Corp. plans are uncertain. Agency is Roche, Williams & Cunnyngham, Chicago.

Hudson Motor Car Co. has no radio plans at present. Agency is Brooke, Smith & French, Detroit.

Besides these producers there are the independents, including Graham-Paige Motors Corp., Hupp Motor Car Corp. and Willys-Overland Motors. They have not been consistent advertisers in any medium and will not likely go into radio this fall. However, new lower prices by Graham-Paige, a new streamlined model a la Cord by Hupp, and a vastly strengthened field organization of Willys may bolster the sales standing of these producers to the point that radio will be used later in the model year. Their agencies are: Graham-Paige, J. Walter Thompson Co., Chicago; Hupp, Grace & Bement, Detroit, and Willys, U. S. Adv. Co., Toledo.

EUGENIE LATOURETTE CRAVEN, daughter of FCC Commissioner T. A. M. Craven, married Morris Miller Davidson Jr., of Bound Brook, N. J. Sept. 10 at St. Paul's Episcopal Church, Bound Brook.

WHO offers you A MILLION EXTRA PEOPLE FROM "IOWA PLUS!"

Before you release any radio schedule in the Midwest, exercise your slide-stick on this:

Everybody agrees on WHO's coverage of Iowa. *But every index also proves that WHO gets 40% of its audience from OUTSIDE of Iowa.*

Okay. Iowa has 2,470,999 people. This two-and-a-half million produces 60% of our audience. Therefore the other 40% MUST represent an effective coverage of at least *another* million people, OUTSIDE of Iowa.

That's not only more real coverage than any other Iowa station can give you—it's more than *all* the others, *combined!*

WHO

FOR "IOWA PLUS!"

DES MOINES . . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC., Representatives

Oil Firms Dominate Football As Schedules Get Under Way

Associated, Fleetwing, Mid-Continent, Humble Among Sponsors of College Grid Contests

AS IN 1937, oil and gasoline sponsors dominate the list of concerns broadcasting college football games, although automotive, tobacco and food firms are carrying grid programs on a local basis in some sections. Largest schedules are being handled by Atlantic Refining Co., Philadelphia [BROADCASTING, Sept. 1, 15]; Tidewater Associated Oil Co., Associated Division, San Francisco, and Humble Oil & Refining Co., Houston. General Mills has acquired rights to games in certain areas.

With a greater number of stations than it has ever used in the past. Tidewater Associated Oil Co., has launched its 13th annual campaign of intensive radio advertising with sponsorship of gridiron games on the Pacific Coast. Lord & Thomas, San Francisco, is Agency.

Mr. Deal

Harold R. Deal, advertising and sales promotion manager of the company, stated that expenditures will total over $250,000, slightly higher than last year, due to the addition of stations in Honolulu, Hilo, Idaho and Arizona.

Mr. Deal has signed 71 stations in California, Oregon, Washington, Nevada and those previously mentioned. A total of 78 games will be aired by 10 Associated sportscasters.

Mild Commercials

All of the major networks will be used, including NBC, CBS, Mutual-Don Lee and California Radio System, in addition to a number of independents and several specially arranged networks, tied together exclusively for the football game broadcasts.

Associated held a conference in San Francisco Sept. 14-15 at which the sportscasters, radio representatives, college coaches, athletic officials and Associated executives outlined the fall program. Attending the meeting were Frank Bull and Sam Hayes of Los Angeles; John Carpenter, Stanley Church and Art Kirkham of Portland, Ore.; Hal Wolf of Seattle and Doug Montell and Ernie Smith of San Francisco. Mr. Deal directed the huddle while Coach Stub Allison of University of California, and Tommy Fitzpatrick, official, offered advice. The sportscasters went to Berkeley where they worked out with Coach Allison and his California Bears.

Mr. Deal outlined the oil company's policies as to the commercial announcements. The "punch" type selling on Associated sportscasts is taboo and is to be replaced by the institutional reminder type of commercial. Mr. Deal stressed the point that there will be no commercials given during the actual play. Selling commercials will be given between quarters and at time out. Brief reminder plugs will be given intermittently throughout the game, but no more than two may be presented in any quarter.

"We will not aggravate our listening audience by screaming at them to go out right after the game and fill up with Associated," Mr. Deal pointed out. "But," he added, "our sportscasters will gently remind the listener that the football game to which he is listening and enjoying is being brought to him through the courtesy of Associated."

Associated is continuing the use of commentators, whose job it is to give a verbal picture of the color of the contests, during the half time, before the start of the game and at the conclusion. This feature proved highly successful last season.

For each football game nine men are actually employed at the field, the sportscaster, commentator, observer, three technicians on the field, three technicians in the press box and a representative of Associated.

Special Hookups

Several unusual hookups between stations will be effected to bring some games to the public. For instance stations KUJ, Walla Walla, Wash.; KAST, Astoria, Ore., and KTKC Visalia, Calif., will be tied to the Mutual-Don Lee network especially for the Associated sportscasts. KHSL, Chico, Cal., will be tied to the CBS network in California to carry four games during the season. There will be a 95-mile remote pickup from Sacramento to KYA, San Francisco.

At Boise, Ida., where the sportscaster will be talking into three microphones—one for KIDO the other for NBC network and the third for KRLC, at Lewistown, Ida. On another occasion Associated will send recreated games to KFJI, Klamath Falls, Ore.

Merchandising Tieups

Tidewater Associated has devised an extensive promotion schedule. Tens of thousands of football schedules for the entire season have been printed and may be obtained at service stations. All Associated tank trucks carry a huge sign which reads: "Listen to Associated Sportscasts." Every Associated dealer has been supplied with a pocket folder which gives the entire season's football broadcasts.

Large posters are placed in the window of every Associated dealer each week giving the information about the games to be played and broadcast in that dealer's territory that week. All of the company's dealers have been supplied with a badge in the shape of a large football which says "Ask Me About Associated Football Games."

As an additional promotional tieup this year, Associated is utilizing the Dick Dunkel football forecast service, offering the mathematical accounting of games played each week with the subsequent forecast of outcome of the forthcoming games, based upon the mathematical rating tabulated from the preceding games.

As a forerunner to the opening of the Pacific Coast gridiron season Mutual-Don Lee network on Sept. 19 broadcast a football rally. The main portion of the broadcast originated at KFRC, San Francisco. Thirteen coaches told of their teams' chances during the broadcast, which originated besides from San Francisco, from Seattle, Los Angeles, Portland, Ore., and Spokane. At each of the five cities three average fans were brought to the microphone.

Associated's schedule follows: Sept. 24, Oregon State - Idaho, KGW, KHQ, KMED; Oct. 1, So. Cal.-Oregon State, KFI, KTAR, KGW, KMED, KGU; Oct. 1, Wash.-Idaho, KOMO, KHQ; Oct. 8, Stanford - Wash. State, KPO, KFI, KOMO, KHQ; Oct. 15, Stanford-Ore., KPO KGW KMED KGU; Oct. 22, Wash.-Cal., KOMO, KGW, KPO, KHQ, KFI, KMED; Oct. 29, Cal.-Ore. State, KPO KGW, KMED; Nov. 5, UCLA-Wash. State, KFI, KOMO, KHQ; Nov. 12, Cal.-Ore., KPO, KGW, KOMO, KMED; Nov. 19, Cal.-Stanford, KPO KFI, KTAR, KGU, and Ore. - Wash., KGW, KMED, KOMO, KHQ; Nov. 26, Stanford-Dartmouth KPO, KFI, KTAR; Dec. 3, So. Cal.-Notre Dame, KPO, KFI, KGW, KOMO, KHQ, KTAR, KMED, KGU.

Humble's Fourth Year

Humble Oil & Refining Co., Houston, for the fourth successive year is sponsoring play-by-play broadcasts of the football games of the Southwest Conference this fall. Some of the games will be broadcast on WFAA-WBAP, Dallas, and Ft. Worth, and some on the full TQN, including WOAI, San Antonio, and KPRC, Houston, as well as WFAA-WBAP. Kern Tipps of KPRC, Hal Thompson of WFAA and Cy Leland of WBAP will do most of the announcing, with other announcers to be assigned as needed. Full schedule of broadcasts, which were placed through the Humble agency, Franke-Wilkinson-Schiwetz, Houston, follows:

Sept. 24—Texas vs. Kansas, TQN. Oct. 1—Arkansas vs. Texas Christian, WFAA-WBAP. Oct. 8—Texas vs. Oklahoma, TQN; Rice Inst. vs. Louisiana (night game), TQN. Oct. 15—Texas Christian vs. Texas A. & M., TQN. Oct. 22—Rice Inst. vs. Texas, TQN. Oct. 29—Baylor vs. Texas Christian, WFAA-WBAP. Nov. 5—Texas A. & M. vs. Southern Methodist, WFAA-WBAP. Rice Inst. vs. Arkansas (night game), WFAA - WBAP; Nov. 12—Southern Methodist vs. Arkansas, WFAA-WBAP. Nov. 19—Rice Inst. vs. Texas, TQN., Nov. 24—Texas vs. Texas A. & M., TQN. Nov. 26—Southern Methodist vs. Texas Christian, TQN. Dec. 3—Rice Inst. vs. Southern Methodist, TQN.

Oldsmobile Division of General Motors, Detroit, will sponsor the Northwestern U. football games on WJJD, Chicago, according to H. P. Sherman, WJJD sales manager, who concluded the deal through D. P. Brother & Co., Detroit. WJJD will broadcast six home games of the Wildcats during which they play Kansas State, Drake, Ohio State, Minnesota, Wisconsin and

(*Continued on page 36*)

EIGHT West Coast sportscasters will handle the descriptions of the major football contests to be broadcast by Tidewater Associated Oil Co., Associated Division, during the 1938-39 season. They attended a meeting in San Francisco as a forerunner to the opening of the grid season. Back row (l to r) are Nat Wolf, Stan Church, John Carpenter, Art Kirkham; front, Doug Montell, Ernie Smith, Frank Bull and Sam Hayes.

Pure Oil Grid Series

PURE OIL Co., Chicago, on Sept. 22 started *Red Grange* in a live talent football program to be aired each Thursday and Saturday, 6-6:15 p. m. on a network of the following stations: WADC WCHS WKRC WBNS WHIO WMMN WFBM WPAR WRVA WDBJ WWVA (Thurs. only). In conjunction with the series which on Thursday night features football forecasts, on Saturday night offers scores and highlights, Pure Oil is sponsoring a contest with 101 weekly prizes. Contest consists of estimating scores of prominent college games and contest blanks are to be obtained from Pure Oil dealers. Weekly awards of a Chevrolet, Plymouth or Ford sedan, 21 Philco car radios, 30 boxes of hosiery, and 50 footballs are based on number of winning teams selected and closest estimate of actual scores. Leo Burnett Co., Chicago, agency, was recently appointed to handle the account.

A NEW CHAMPION!
A new corn husker king is crowned as farmers from coast to coast listen in on NBC Blue Network!
NBC
OF THE PEOPLE...
AND FOR THE PEOPLE!

National Farm and Home Hour a Striking Example of NBC's Formula for Building Great and Loyal Audiences!

IT DOESN'T JUST HAPPEN that the National Farm and Home Hour is the oldest institutional program on any network! For ten full years, this hour of news, educational talks, and musical features, presented in cooperation with the U. S. Department of Agriculture, has given probably the greatest service ever rendered to farmers. Like so many NBC programs it is "of the people . . . and for the people"... a program that admirably fits its listeners. That's why it holds a large and ever-increasing audience through the years. In these days, programs must have a basic reason for existence, must offer a real service either in entertainment or in education, if they are to be successful. And it is a matter of record that the National Broadcasting Company leads in developing such programs . . . programs that fit all listeners or any specific group of listeners according to the circumstances. That is why NBC is *"Broadcasting Headquarters."*

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System

A SERVICE OF THE RADIO CORPORATION OF AMERICA

Chatterton Heads Portland Stations

Jennings Now Sales Manager; KEX, KOB Both Full Time

A MANAGEMENT reorganization Sept. 19 of the Oregonian Publishing Co., publisher of the *Portland Oregonian* and operator of KGW and KEX, led to the appointment of Charles O. Chatterton as manager of both stations while Carey Jennings, who has been holding the

Mr. Chatterton

Mr. Jennings

posts of both general manager and sales manager, was assigned to full-time duties as sales manager.

Mr. Chatterton for several years has been assistant business manager of the newspaper, paying particular attention to radio, and has long taken a deep interest in industry affairs.

KEX, an NBC-Blue outlet leased from NBC, on Sept. 25 went to full time under an FCC authorization along with KOB, Albuquerque, N. M. The two stations heretofore have shared the 1180 kc. clear channel at nights but the installation of directional antennas was authorized for the full-time experiment. KEX uses 5,000 watts, KOB 10,000.

Mr. Chatterton's shift was part of a reorganization anticipating expiration of the estate trusteeship under which the newspaper and stations have been operating. The 20-year Pitcock estate trusteeship expires next year, and Col. Guy T. Viskniskki has been engaged as consultant to make a survey of the business for one year.

Other changes include the elevation of Palmer Hoyt from managing editor to manager; M. J. Frey from circulation manager to business manager, and Arden X. Pangborn from executive news editor to managing editor. O. L. Price remains as president and publisher.

Mantle Discs

MANTLE LAMP Co., Chicago (kerosene lamps), on Oct. 24 will start one to three quarter-hour discs titled *Hugh Aspinwall* weekly on WAPI KTHS WMAZ WTOC KMA WIBW KFH WCSH WJDX KWTO KMOX KMMJ KFAB WGY WBT WPTF KFYR WDAY WKY KTUL WNAX WSM KGNC WFAA WOAI WRVA WCSH. The same variety show will be broadcast live on WCCO, half-hour, Sundays. Beginning Oct. 22 the firm will sponsor an half-hour each Saturday night of the *Barn Dance* on WLS and WHO. In addition, the sponsor has signed for 15 minutes of *Musical Clocks* six days weekly on KOA and KDKA. Presba, Fellers & Presba, Chicago, is agency.

Lever Sale Spots

LEVER BROS. Co., Cambridge, Mass. (Rinso), on Sept. 22 began spot announcements for the one-cent sale for Rinso on its CBS daytime serial, *Big Sister*. Ruthrauff & Ryan, New York, is the agency.

Lang-Worth Issues Musical Catalogue With 2,000 Tax-Exempt Compositions

A CATALOG of some 2,000 tax-exempt musical compositions, all transcribed, is being issued as of Oct. 1 by Lang-Worth Feature Programs Inc., which since 1935 has been specializing in production of public domain and other tax-exempt music for broadcasting.

Calling these 2,000 numbers "the first milestone on the road to copyright security," C. O. Langlois and Ralph Wentworth, operators of the venture, unfold in a preface to the catalog their long-range plan to make available an unlimited supply of independent music for radio. The catalog listings cover about 75% public domain compositions, with the remainder other works, including popular numbers which are tax-exempt and outside the ASCAP fold.

Only the Beginning

Lang-Worth has some 120 station subscribers throughout the world, including 70 in the United States. The catalog is being made available to all subscribers. It lists selections not only alphabetically according to title and composer, but also classified under instrumental or vocal performing groupings. Every selection, it was pointed out, is guaranteed free of music tax in the United States when used in transcription form under the Lang-Worth insignia. Immunity from damages is guaranteed by Lloyd's, the catalog states.

Pointing out that music is the "life-blood" of radio, the preface states that the catalog is only a start toward the goal of an independent music supply for radio, but "it charts a clear course to a haven of refuge in 1941" (upon expiration of current ASCAP contracts).

Less than 20% of the world's music is protected by valid copyright in the United States, with the balance in the public domain, according to the company. Radio makes little use of this "free 80%" because of "ignorance of its existence or how to secure it, because new copyrights or copyrighted arrangements of public domain are more convenient."

If increased music taxes "after 1940" and the expiration of existing ASCAP contracts are to be averted, according to Lang-Worth, "radio must quickly work out the only practical solution of its problem—production of its own 'popular' music and open the door to public domain by radio-owned arrangements."

While Lang-Worth uses the preface to its catalog to sell its transcription service, it nevertheless covers the copyright plight of the broadcasters in apt fashion. It says:

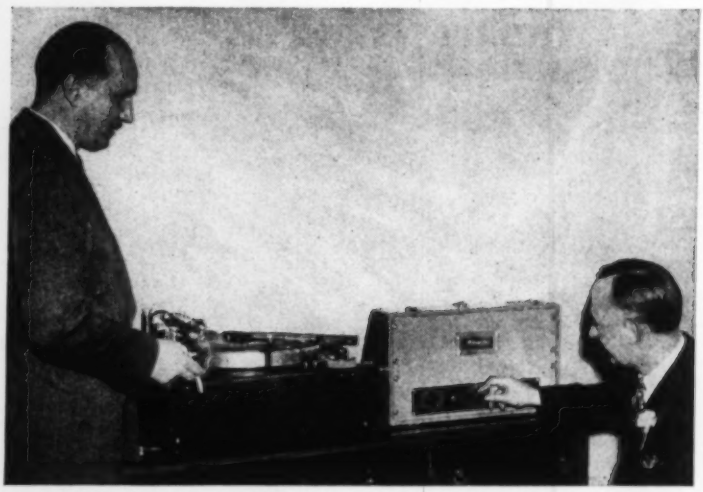
"Radio is the largest user of music—both concert and popular—in the world. It is also the greatest power for exploitation the world has ever known.

"It is fundamentally unsound that radio be totally dependent upon outside sources for its music. That radio must pay for the questionable privilege of exploiting new songs and promoting them into assured money makers for the copyright owners; that radio must pay copyright organizations when broadcasting public domain music."

Flexo Glass Spots

FLEXO GLASS Co., Chicago, starting between Oct. 1 and 17, will air two 15-minute shows weekly on KITE and KFAB; three five-minute discs weekly on KWTO and WNAX; two 15-minute participations weekly on WOWO; three quarter-hours of live talent shows weekly on KMA; three 15-minute shows weekly titled *Sunrisers* on WCCO; 15-minutes each Saturday night of the *Barn Dance* on WLS and WHO; six spot announcements weekly on WIBW and KMMJ. Presba, Fellers & Presba, Chicago, has the account.

NEW YORK STATE Communist Party, New York, on Sept. 16, began 26 quarter-hour programs on WMCA, New York, to run through Nov. 7. Foreign language programs, broadcast in Jewish, Spanish, German and Italian, are being used on WHOM, Jersey City, and WCNW, Brooklyn.



TAX-FREE MUSIC in sufficient quantity to care for the needs of radio is the ultimate aim of Lang-Worth Feature Programs Inc. At left, standing, is C. O. Langlois and on right Ralph Wentworth, partners in the venture, listening to one of their transcriptions.

FOUR IN MICHIGAN ARE SIGNED BY NBC

FOUR STATIONS of the Michigan Network keyed from WXYZ, Detroit, on Sept. 25 joined the NBC-Blue Network on a regular basis. The total number of stations affiliated with both NBC Networks thereby was increased to 158. The stations are WFDF, Flint, WJIM, Lansing, WELL, Battle Creek,, and WIBM, Jackson. The cities are identified with the automotive and general manufacturing industries. In each instance the stations are the only ones in the city.

As outlets of the Michigan Network, these stations for the past several years have carried a portion of NBC sustaining programs. Under the new arrangement, however, they become actual Blue outlets. The total population of the four cities is estimated at 600,000. Retail sales in the area in 1935 aggregated 133,000,000.

WFDF is operated by the Flint Broadcasting Co. on the 1310 kc. channel with 100 watts full time. It is managed by Howard M. Loeb. WJIM is owned by Harold F. Gross and operates full time on 1210 kc. with 250 watts day and 100 watts night. WELL is owned by the *Enquirer and News* and operates full time on 1420 kc. with 100 watts. D. E. Jayne is manager. WIBM is owned by Herman Radner and managed by Roy Radner. It operates on 1370 kc. full time with 250 watts day and 100 watts night.

KTKC to Don Lee

KTKC, Visalia, Cal., 250-watt station on 1190 kc. on Sept. 24 joined Don Lee Broadcasting System, Los Angeles, as an affiliate, according to announcement by Lewis Allen Weiss, general manager of the network. Station is operated by the Tulare-Kings Counties Radio Associates, with Charles A. Whitmore as general manager and president. It is jointly owned by publishers of seven newspapers in the two counties. Charles P. Scott is station manager. Application is now on file with the FCC to increase power to 1,000 watts full time. Don Lee, the MBS West Coast outlet, now has 29 owned and affiliated stations in California, Washington and Oregon.

Magazine's List

CANDID EYE, Philadelphia, (magazine), on Oct. 1 was to start a test campaign of one and two daily spot announcements on KSL KFEQ WNAX WMMN WSYR WHJB KFYR, and a 15-minute participation on WSM. The campaign may be expanded, according to Roy E. Dodge, radio director of the Albert Kircher Co., Chicago agency in charge.

Buick Spots on 97

GENERAL MOTORS Corp., Detroit (Buick), from Oct. 3 to Oct. 8, will run a series of 26 spot announcements on 97 stations throughout the country. Further spot announcements may be used later. Agency is Arthur Kudner Inc., New York.

WHO's *Iowa Barn Dance Frolic* begins its eighth year of Saturday night presentations Oct. 1 with an "Old Home Week" from Des Moines' Shrine Auditorium, produced by Stan Widney.

FRAN STRIKER—Chief of WXYZ's script department for the last six years.

HARRY SUTTON, JR.—The last four years supervisor of dramatic script and productions.

RUSSELL NEFF—For seven years WXYZ's program director.

WXYZ's Dramatic Script Writers

RICHARD E. OSGOOD—script writer for the last three years.

CHAS. D. LIVINGSTONE—For the last five years assistant in WXYZ's productions; lately named dramatic director.

TOM DOUGALL—WXYZ's script writer and assistant director the last four years.

WWJ ANNOUNCES
The Appointment of
JAMES JEWELL
as Manager of Programs and Production

Mr. Jewell's productions, "The Lone Ranger," "The Green Hornet" and the "Children's Theater of the Air," heard over another Detroit station, are well known to radio listeners. Mr. Jewell joined the WWJ staff August 1.

WWJ
Owned and Operated by
The Detroit News

Represented Nationally by
The George P. Hollingbery Company
New York: Chicago: Detroit: Atlanta: San Francisco: Kansas City

This advertisement reproduced from the August 24, 1938 issue of Variety

ANEW HALF HOUR SHOW
A King-Trendle creation—now being groomed for air try-out. Write for advance information.

ANEW QUARTER HOUR SHOW
Another King-Trendle feature soon to be tested and proven on a five-a-week basis. Write for advance information.

AGAIN We Take A Bow!

King-Trendle Broadcasting Corporation, creators, originators and sole owners of "The Lone Ranger"—"The Green Hornet"—"Factfinder" and many others, appreciate the compliment by another Detroit radio station.

WXYZ is proud of its ability to train writers, actors, and technicians, in producing famous radio entertainment it originates such as "The Lone Ranger"—"The Green Hornet"—"Children's Theatre of the Air." These shows are exclusive King-Trendle creations and are currently broadcast on a regular schedule over WXYZ.

WXYZ's dramatic department is a systematic, harmonious working organization, carefully guided and directed by executive leadership that draws upon a quarter century of experience in outstanding showmanship.

Over 105 radio stations in the United States (affiliated with regional and coast-to-coast networks; plus independent stations) are licensed by WXYZ to broadcast "THE LONE RANGER" and "THE GREEN HORNET" features.

KING-TRENDLE BROADCASTING CORPORATION

Blue NBC Network **WXYZ-DETROIT** *KEY STATION* *Michigan Radio Network*

The Paul H. Raymer Co., Representative

Texas State Net In Formal Debut

Executive Staff Completed as New Chain Takes the Air

BEFORE 8,500 people, including numerous executives of radio and advertising, the Texas State Network was inaugurated Sept. 15 with a nationwide broadcast which was also the occasion of the fourth birthday party of Mutual Broadcasting System. The 23 stations of the Texas State Network became affiliated with MBS coincident with the inaugural of the state-wide chain.

Elliott Roosevelt, president of the Texas State Network and president of Hearst Radio Inc., was master of ceremonies for the hour-long program which originated in Fort Worth's Casa Manana. Among those introduced from Fort Worth were Gov. James V. Allred of Texas, Governor-designate W. Lee O'Daniel and his now famous radio Hillbilly Band, and numerous film and radio celebrities including Bob Hope, Shirley Ross, Gene Autry, George Fischer, radio commentator, and Everett Marshall, baritone. Governor Allred spoke of the growing stature of radio and commended the new Texas Network. He pointed to the manner in which it could aid the economic future of the state.

Executives Completed

In addition to the managers of the 23 stations of the network, numerous advertising and other radio executives were present. Stations in the network are KGNC, Amarillo; KFYO, Lubbock; KBST, Big Spring; KGKL, San Angelo; KRBC, Abilene; KFJZ, Fort Worth; KTAT, Fort Worth; WRR, Dallas; KFRO, Longview; KGKB, Tyler; KCMC, Texarkana; KPLT, Paris; KRRV, Sherman-Denison; KAND, Corsicana; WACO, Waco; KTEM, Temple; KNOW, Austin; KABC, San Antonio; KLUF, Galveston; KXYZ, Houston; KRGV, Weslaco; KRIC, Beaumont, and KRIS, Corpus Christi.

With the dedication, Mr. Roosevelt announced the appointment of Samuel H. Bennett, manager of KTAT, Fort Worth, as vice-president of the Texas State Network in charge of station operations. KTAT is the alternate key outlet along with KFJZ, which Mr. Roosevelt operates.

The entire roster of the executive personnel of the network is as follows:

Elliott Roosevelt, president; Neal Barrett, Hearst Radio vice-president and general manager of KOMA, Oklahoma City, executive vice-president; Harry A. Hutchinson, manager of KFJZ and former manager of KVOO, Tulsa, general manager; Ralph Rose, musical director; Leon Krupp, merchandising manager and station relations director; Forrest W. Clough, publicity and civic program director; George McCullough, assistant musical director; Roy Duffy, production director; Benton Ferguson and Robert Dennison, former Texas newspapermen, sales staff; Truett Kimsey, chief engineer; Paul De Fur, production department; Gaile Northe, director of women's activities; Dorothy M. Smith, traffic manager. Announcers are Russell Lamb, Marshall Pope, John Hopkins and Frank Parker. Mr. Roosevelt's secretary is Miss Mary Virginia (Pat) Murphy.

CONGRATULATIONS climaxed the appointment of Sam Bennett (center), manager of KTAT, Fort Worth, as vice-president in charge of station operations of the new Texas State Network, as he shook hands with Elliott Roosevelt, TSN president, while Neal Barrett, TSN executive vice-president, watched.

Texas State Signs IRS and Accounts

APPOINTMENT of International Radio Sales Inc., Hearst Radio subsidiary, as exclusive national representatives for the newly formed Texas State Network, was announced Sept. 26 by Elliott Roosevelt, president of both organizations.

Announcement was made following conferences in New York by Mr. Roosevelt and Neal Barrett, executive vice-president of Texas State Network, with Hearst officials and other representatives under consideration. The contract is for a one-year period and is non-cancellable. It also covers individually 19 of the 23 TSN stations which do not at present have exclusive national representatives, Mr. Roosevelt said.

Texas State Network, radio's newest chain enterprise, had five commercials on its 23-station network within a week of its inaugural Sept. 15, according to Mr. Barrett. Commercials already signed are:

Electric industries of Texas began Sept. 16 with three quarter-hours weekly, daytime, for 13 weeks, featuring Gaile Northe, in fashion appeals to women, on 23 stations, placed direct.

General Mills, Minneapolis, started Sept. 26 for Wheaties for ten weeks with four quarter-hours, Mondays through Thursdays, with *All Texas Football Review*, over 23 stations, daytime, and one hour Friday, nighttime, for *All Texas Football Roundup*, 18 stations, through Knox-Reeves.

Crustine Shortening Co., Houston, *News About Women*, twice weekly, 15 minutes daytime, over 23 stations, 13 weeks, through Wilhelm-Conroy-Wilson Agency, San Antonio.

Tyler Commercial College, Tyler, Tex., five spot announcements weekly, 13 weeks, daytime, over 23 stations, placed direct.

McGaugh Hosiery Mills, Dallas (Air-Maid and Air-Mate hosiery), 3 spot announcements a week, for 13 weeks, over 23 stations, placed direct.

The network is offering 17 hours of programming daily to its network, including MBS programs. An elaborate brochure, telling the TSN coverage and market story, has been prepared.

KMMJ to Grand Island

KMMJ, Clay Center, Neb., was authorized by the FCC Sept. 20 to move its main studio to Grand Island, Neb., and its plant to Phillips, Neb., where it is planned to install a new vertical radiator. The 1,000-watt daytime outlet will continue to operate on 740 kc. The station, which specializes in farm programs, is managed by Randy Ryan and owned chiefly by Don Searle, manager of KOIL, Omaha, and Herb Hollister, manager of KANS, Wichita. They also own the weekly *Clay County Sun*.

DAYTIME STATION STARTING IN TULSA

TAKING over the transmitter plant of KTUL, which is about to start operating with a new 5,000-watt transmitter from a new site, Tulsa's new station KOME will go on the air some time between Oct. 1 and 15, according to Glenn Condon, former newspaperman and former commentator of KVOO and KTUL, who will be general manager. Mr. Condon was original managing director of the Oklahoma Network, which KOME will join as soon as it starts operating. The station will operate with 250 watts daytime on 1310 kc., having been authorized last June by the FCC.

Commercial manager will be Harold Grimes, Tulsa advertising man. Robert L. Latting, former program director of WKZO, Kalamazoo, and before that with WKY, Oklahoma City, and KVOO, will be program director. James F. Manship, former chief engineer of KRIC, Beaumont, Tex., will be chief engineer. Announcers are Al Hunter, formerly with KVOO, and Jay Crum, formerly with KVOO and KTUL. Musical director will be Dorothy Doan, recently with KRBC, Abilene, Tex.

Its own radio building with stage and studio auditorium seating 200 is being completed by KOME. A model electric kitchen has been included, with a cooking school to be conducted by Jane Austin, formerly with General Foods. A remote control studio at Sapulpa, Okla., 13 miles away, will be managed by Jimmy Wilson, noted for his *Catfish String Band from Polecat Creek*. UP news service and Standard Radio transcription library have been ordered. Western Electric equipment is being used throughout.

Construction permit for the station was issued by the FCC to Harry Schwartz, business manager of the Tulsa Federation of Labor, but an application will be made shortly to assign the license to Oil Capital Sales Corp., of which Mr. Schwartz will be principal stockholder and Mr. Condon and Mr. Grimes vice-presidents and stockholders.

More Bree Spots

GIBBS & Co., Chicago (Bree cosmetics), on Sept. 25 started a series of quarter-hour radio gossip shows on WBBM and KSTP with WTMJ to be added. The series will soon be extended to stations in Detroit, St. Louis and Kansas City with eight or 10 stations to be used eventually. Local announcers will be featured with commercials given by girls using the name Betty Bree. Ruthrauff & Ryan, Chicago, has the account.

Plan to Transfer KTAT To Wichita Falls, Sale To Col. Knight Proposed

PROPOSED sale of KTAT, Fort Worth alternate outlet of the newly-formed Texas State Network, and its removal into Wichita Falls, now without a local station, is contemplated in a deal worked out in September between Raymond E. Buck, KTAT's owner, and Col. W. T. Knight, Wichita Falls oil operator. Wichita Falls has been without a station since the removal last May of KGKO into Fort Worth.

The transaction, it is understood, involves transfer of 51% of the stock in KTAT to Mr. Knight for $87,000, with Mr. Buck retaining the balance. The application for assignment shortly will be filed together with an application for removal of the station to Wichita. Sale of control is contingent upon the station's removal.

The change would give Texas State Network and also the Mutual Network, with which it is affiliated, a needed outlet in Wichita Falls while KFJZ, Fort Worth local owned by Mrs. Elliott Roosevelt, would continue as the networks' outlet there. KTAT operates with 1,000 watts full time on 1240 kc., and while asking FCC authority for the transfer of ownership and move Mr. Knight plans also to apply for a power increase to 5,000 watts.

Sam Bennett, newly named TSN vice-president, is manager of KTAT and presumably would remain with that station when it is moved into Wichita Falls. Mr. Buck, owner, is counsel for the American Airlines and purchased the station several years ago when the old Southwest Broadcasting System was broken up.

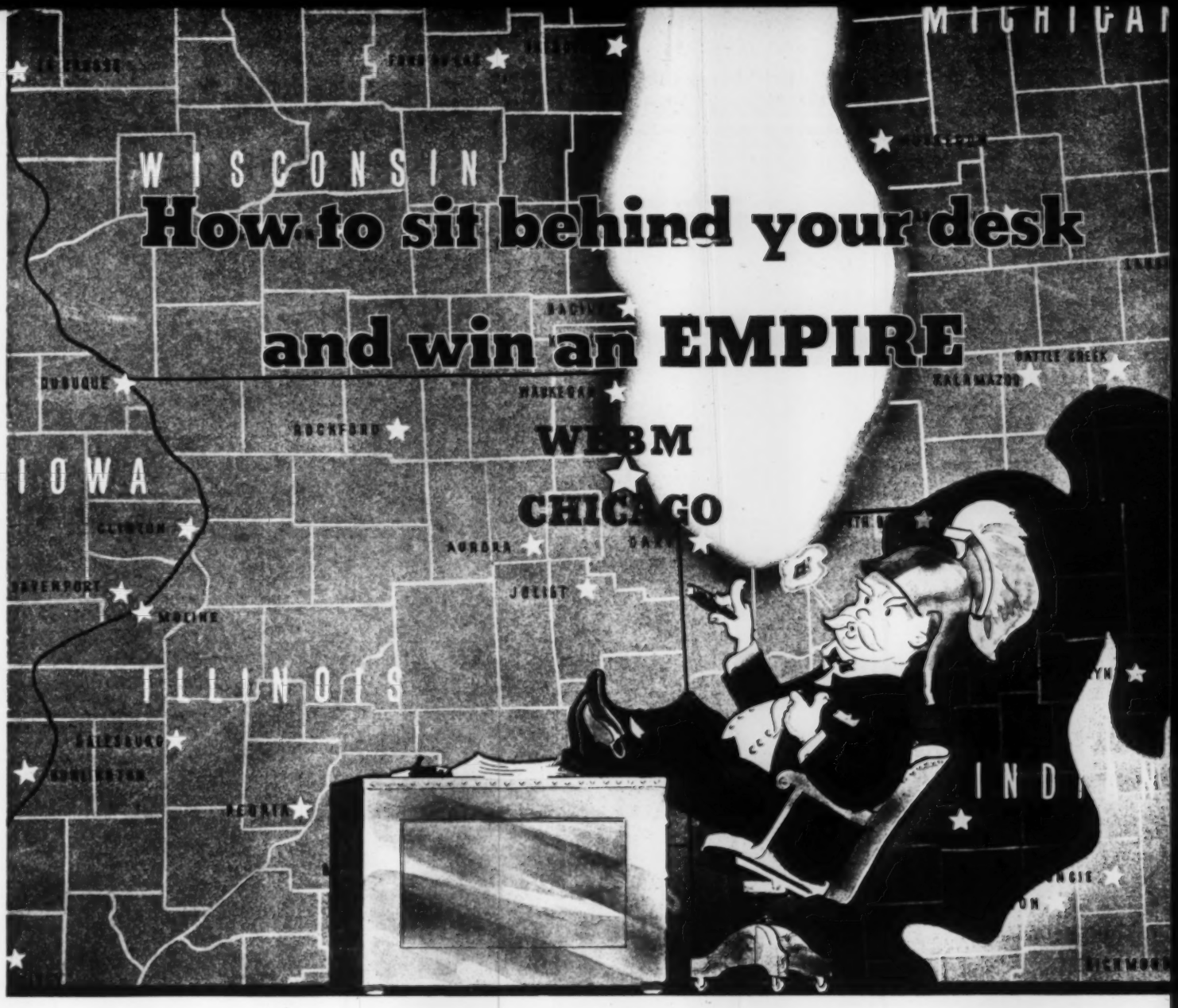
If the move is authorized, Wichita Falls may have two stations, for the FCC last July 1 granted authority to a group headed by Joe B. Carrigan, attorney there, to erect a new regional station on 620 kc. This decision, however, is being appealed.

Chevrolet in Southwest Starts Variety Program

CHEVROLET dealers, Southwest division, will sponsor *Chevarieties*, Sunday afternoon half-hour musical variety show directed by Karl Lambertz, musical director of WFAA, Dallas, on WFAA and a network of nine other stations starting Oct. 2, one week after it was dropped by Dr. Pepper Co., Dallas, who had sponsored it as *The Pepper Uppers* for the last four years on WFAA and the Dr. Pepper-Dixie Network.

Chevarieties, originating at WFAA, will be carried on a Chevrolet Dixie Network, comprising WBAP, Fort Worth; KPRC, Houston; WOAI, San Antonio; KTBS, Shreveport; KGNC, Amarillo; WJDX, Jackson, Miss.; WKY, Oklahoma City; KVOO, Tulsa, and WSMB, New Orleans, 5:30-6 p. m. (CST), Sundays. Tracy-Locke-Lawson, Dallas, handled the deal.

CALL LETTERS have been issued by the FCC for the six new stations it authorized for construction last month [BROADCASTING, Sept. 15]. They will be WTRY, Troy, N. Y.; WPIV, Petersburg, Va.; WGNC, Gastonia, N. C.; WTMA, Charleston, S. C.; WCOS, Columbia, S. C.; KVWC, Vernon, Tex.



This Man did it.

This Man is a modest man, but a smart one; smart enough to sit behind his desk and win an empire. He did it with WBBM.

Yes, an empire. A good one, too. Bigger than Sweden and Norway combined. Bigger than Hungary. Bigger than Belgium or Bolivia or Bulgaria.

Bigger, that is, in terms of *people* and *money.*

For This Man is not interested in subjects, or geography . . . he is interested in *customers.* He isn't concerned with *ideologies;* his main interest is *sales.*

This Man is the typical WBBM advertiser, and the empire This Man has won is WBBM's primary area. Bigger than Sweden and Norway combined. Bigger than Hungary. Bigger than Belgium or Bolivia or Bulgaria. Bigger, that is, in terms of *people* and *money.*

And This Man has won his empire for his products by successful sales strategy . . . for his empire is a *sales* empire, well worth winning.

In the 98 counties which are WBBM's primary area of response . . . This Man's empire . . . live *10 million* people, whose buying income per family is 28% higher than the U. S. average.

It's an empire peculiarly responsive to WBBM advertisers because of WBBM's outstanding audience and advertising leadership. Let one of our men tell you more details about this great market . . . about how to sit behind *your* desk and win an empire.

IN CHICAGO IT'S

WBBM

50,000 WATT CBS KEY STATION

Represented Nationally by RADIO SALES

DEWEY LONG NAMED MANAGER OF WSAI

WITH THE appointment of Dewey H. Long as general manager of WSAI, Crosley Radio Corp. has completed its station personnel reorganization, according to James D. Shouse, vice-president and general manager. Mr. Long last February joined WAPI, Birmingham, to handle its sales activities as head of the newly-opened CBS office in that city.

Mr. Long

Mr. Long succeeds Robert E. Dunville, who recently became general sales manager of WLW and WSAI, succeeding Robert G. Jennings, now with the Kastor agency in Chicago. He was assigned to Birmingham after having been sales manager of WBT, Charlotte, CBS-owned station. In Birmingham he handled sales activities in the deep south for CBS as well as WAPI's national business.

Thad H. Holt, president of WAPI, announced Sept. 17 that he has not yet named a successor to Mr. Long. Royal Penny, sales manager of WBT, will represent Radio Sales, CBS sales affiliate, in that territory for the time being as Mr. Long's successor.

Minit-Rub National

BRISTOL-MYERS Co., New York, will use Fred Allen's *Town Hall Tonight* program on NBC-Red to introduce Minit-Rub nationally. Distribution to 4,749 retail drug outlets in cities where Minit-Rub has not previously been sold will be completed before the start of the fall series on Oct. 5, according to Joseph M. Allen, advertising manager of Bristol-Myers.

Previously advertised by spot radio in New York, Chicago and Detroit, and through newspapers in Baltimore, Boston, Buffalo, Chicago, Cleveland, Detroit, New York, Philadelphia, Pittsburgh, St. Louis and Washington, the product will now also be distributed in Little Rock, New Orleans, Portland, Ore., Salt Lake City, Long Beach, Los Angeles, Oakland, San Francisco, Seattle, Spokane, Denver, Pasadena, Atlanta, Raleigh, Durham, Nashville, Augusta, Newport News, Norfolk, Portsmouth, Bangor, Lewiston and Portland, Me. The full-hour Wednesday evening program will continue to advertise Ipana toothpaste and Sal Hepatica as well as Minit-Rub. Agency is Young & Rubicam, New York.

Williams Resumes

J. B. WILLIAMS Co., Glastonbury, Conn. (Glider and Williams shaving cream), on Sept. 12 resumed Dr. Harry Hagen's *True or False* program, which tests the general knowledge of men and women in different professions on a tour of six cities outside of New York each Monday, 10-10:30 p. m. Dr. Hagen selects from his studio audience each week two teams of six members each. The person surviving the quizzing receives a cash prize. Cincinnati, Baltimore, Minneapolis, Cleveland, and Pittsburgh are the cities selected, with the program ending in Detroit on Dec. 5. J. Walter Thompson, New York, is the agency in charge.

GOP Using CBS

SERIES of seven campaign addresses by Republican members of Congress is being carried by CBS on a coast-to-coast network, beginning Sept. 24 and running through Nov. 5, under auspices of the Republican National Committee. First speaker was Senator Gerald P. Nye, of North Dakota, and although the complete schedule has not yet been announced, it is expected that the group will include Senator John G. Townsend Jr., of Delaware, chairman of the Republican Senatorial Campaign Committee, and Rep. Joseph W. Martin, of Massachusetts, chairman of the Republican Congressional Campaign Committee.

WIBC, INDIANAPOLIS, DELAYED IN DEBUT

COMPLETION of studios and offices on the 9th floor of the Indianapolis Athletic Club for the new 1000-watt WIBC, Indianapolis, was announced Sept. 23 by C. A. McLaughlin, general manager. There are three studios which are all RCA-equipped and acoustically treated for radio production.

WIBC, slated to begin operation Sept. 25, will be delayed in going on the air for a few weeks, Mr. McLaughlin said. WIBC recently purchased the radio tower and real estate formerly used by WIRE and after extensive improvements, including the installation of a new 1000-watt RCA transmitter, will use this site, 3½ miles northeast of Indianapolis on Millersville Road.

Mr. McLaughlin announced appointment of Bob Longwell as program director and Ottis Roush as continuity chief and announcer. Mr. Longwell, a native of Indianapolis, has for the past eight years been associated with WFDF, Flint, the Curtis Indiana Network, WIND, Gary, and WJBK, Detroit. He will supervise all of the station's program activities, including production, promotion and the artists bureau.

Mr. Roush was production manager and continuity chief of WLBC, Muncie, for 16 months and has been in radio for six years, with WTJS, Jackson, KBTM, Jonesboro, and KLCN, Blythesville, Ark.

Buckley Starts Spots

W. K. BUCKLEY Ltd., Toronto (proprietary) starts one-minute dramatic spots on 35 Canadian stations five times weekly on Oct. 15, to run till Dec. 15 and to be renewed from Jan. 15 to April 15. CFRB, Toronto, will have ten-minute shows four times weekly during the same periods. Richardson & MacDonald Adv. Service, Toronto, handled the account. The company has distribution in the United States and may go on the air in this country.

Watchtower Links

WATCHTOWER Bible & Tract Society, Brooklyn, has arranged for a speech, *Fascism or Freedom*, by its head, Judge Rutherford, on Oct. 2, to be broadcast 3-4 p. m. on its own station WBBR, Brooklyn, with an independent chain hookup of about 100 stations. Judge Rutherford has just returned from London and plans to talk on the current political situation. Acorn Agency, New York, is in charge.

REUNION of three radio veterans, all staff members of WEAF when that station was owned by AT&T, occurred at the NBC Athletic Association outing at the Crescent Athletic Club, Huntington, L. I., on Sept. 13. Evelyn Sniffin, left, who joined the WEAF force in April, 1923, and who is now secretary to James McConnell, NBC sales executive, pins up a stray lock while "Do you remember-ing" with Harry C. Smith, now retired, who made the first sale of radio time in 1922, when he got Browning King & Co. to advertise their men's clothing on WEAF, and Glenn Payne, another AT&T alumnus, now commercial engineer at NBC. Scene was shot by E. P. H. James, NBC's sales promotion manager.

PRIMARY HEARING
Recorded by WIS and Discs
Wired to WCSC

SOUTH CAROLINA listeners gained a first-hand report of the hearing on the state's protested gubernatorial primary race and announcement of the new governor-elect by the chairman of the State Democratic Executive Committee September 20 through the transcription facilities of WIS, Columbia.

With interest in the race at fever pitch, the Democratic Executive Committee met in Columbia to hear charges by Wyndham Manning, who trailed Mayor Burnet R. Maybank of Charleston by 14,000 votes in unofficial returns. Unable to broadcast the full session of the meeting, which ran from morning well into the afternoon, WIS set up its transcription equipment in the committee room.

News Editor Floyd Rodgers and Control Operator Robert Lambert stayed on duty with the recorder for six hours, and within an hour and a half after Chairman Taylor H. Stukes had announced the defeat of Manning's protest and nomination of Mr. Maybank, the recordings had been auditioned and edited, copy written to tie them into an hour broadcast, a line cleared to WCSC in Charleston, and the recorded special event feature put on the air. The transcribed version brought to listeners the full arguments from counsel for both sides, the roll call vote, announcement of Maybank's victory and cheers of the Committee.

Alka-Seltzer Spots

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), will soon start a five-minute spot series consisting of *Hoosier Hot Shots* and *Vass Family* discs. The series will be broadcast three times weekly on 90 stations or six times weekly on 50 stations. Wade Adv. Agency, Chicago, is agency.

Koppers Sponsors News Three Times Every Hour On WDAS, Philadelphia

CLAIMING the largest purchase of news broadcast time by one sponsor, WDAS, Philadelphia, recently announced sale of an hourly news program to Philadelphia Coke Co. (Koppers Coke) through its agency, N. W. Ayer & Son. The schedule calls for three-minute news flashes hourly, from 8 a. m. to 8 p. m., Monday through Saturday, a total of 78 separate spots weekly, beginning Sept. 26.

Manager Pat Stanton, in announcing the purchase, described it as a pioneering effort in guaranteeing coverage for a sponsor. He pointed out that before sale of the program, WDAS made an extensive survey of news broadcasting and coverage in the Philadelphia area. Results showed that while news broadcasts are frequent, and presented with a measure of regularity, listeners still could not hear the news when they wanted it.

Mr. Stanton commented that the program should reach three distinct types of listeners: Regulars, who have already tuned in the station and have listened to the preceding program; those specifically seeking a news program, knowing the news is broadcast hourly for three minutes; and the audience twirling their dials at program changing periods.

WDAS, a subscriber to International News Service, has arranged for the full wire schedule. To identify the program, the engineering department has devised a special system of code signals to precede each item.

Half Interest in KRBM Is Acquired by Craney

ASSIGNMENT of one-half interest in the new KRBM, Bozeman, Mont. local, by the Roberts-MacNab Co. to E. B. Craney, operator of KGIR and KPFA, was requested in an application filed with the FCC Sept. 21.

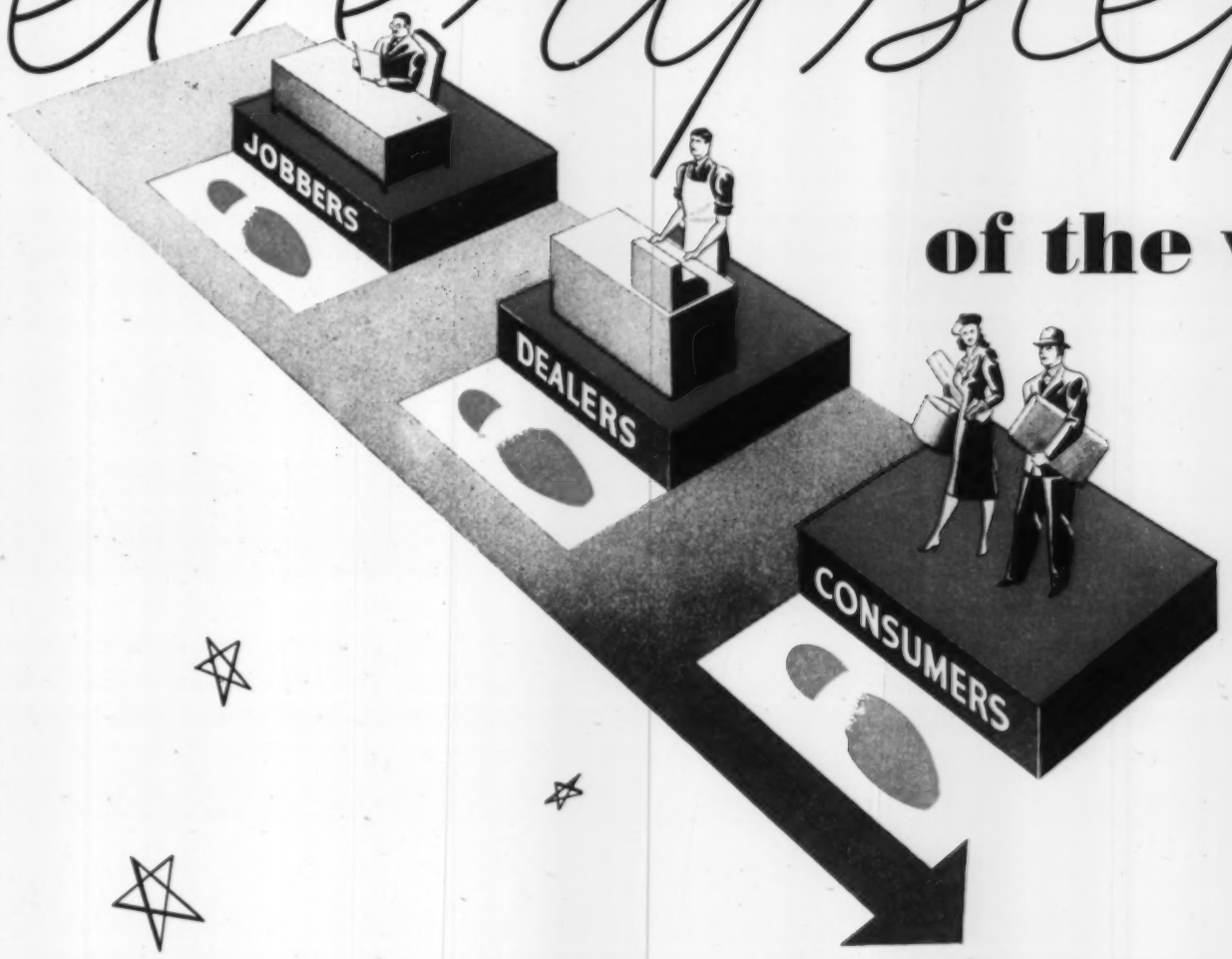
The construction permit for the new station, on 1420 kc. with 100 watts power at night and 250 watts day, was granted to the Roberts-MacNab Co. over a competitive application filed by a company in which Mr. Craney was interested. Under the new arrangement, assignment of 50% of the stock to Mr. Craney is requested, with R. B. MacNab Jr. retaining the other 50% on a partnership basis. It is presumed the station, shortly to go on the air, will be directed by Mr. Craney and tied into his KGIR-KPFA combination. The voluntary assignment is subject to FCC approval.

Denalan Test

DENALAN Co., San Francisco (dental plate cleanser) recently launched a spot announcement campaign on three Pacific Coast stations (KFRC, San Francisco; KXA, Seattle and KFAC, Los Angeles). Thus far the campaign has proved successful and the sponsor is considering increasing its radio time later this year. Account is placed through Rufus Rhoades & Co., San Francisco.

KGEK, Sterling, Colo., 100 watts on 1200 kc., has applied to the FCC for authority to move into Denver and operate daytime only.

WKY *sells* for you every step of the way



Oklahoma City is the Jobbing Capital of Oklahoma

● Oklahoma City's wholesale volume is more than twice that of any other city in Oklahoma. Oklahoma City jobbers, for example, handle 88% of the state's food brokerage business; 85% of the wholesale drug business; 77% of the wholesale plumbing and heating business; and 77% of the wholesale electrical business. With these jobbers, WKY ranks first as a selling station.

WKY'S influence in Oklahoma begins where *selling* begins . . . with jobbers. WKY is the only station whose coverage fully coincides with the actual territories of the majority of Oklahoma's most influential jobbers and gives them the solid selling support they need and want in their own markets. With Oklahoma's retail dealers it carries such weight that dealer polls in Oklahoma invariably swing to WKY by a landslide. WKY sells for you every step of the way in Oklahoma . . . sells your product on BOTH sides of the counter.

WKY • OKLAHOMA CITY

REPRESENTATIVE—THE KATZ AGENCY, INC.

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY

Wisconsin U. Asks 50 kw. on 670 kc.

Full-time Clear Said Needed As WMAQ Facilities Sought

SEEKING a clear-channel outlet for the State of Wisconsin, the University of Wisconsin, operator of the daytime 5,000-watt WHA on 940 kc., has applied to the FCC for authority to go to 50,000 watts on the 670 kc. frequency. The 670 channel is now occupied by WMAQ, NBC-Red key station in Chicago.

At the same time an application was filed with the FCC for a voluntary assignment of WLBL, licensed to the State Department of Agriculture and Markets at Stevens Point and using 5,000 watts daytime on 900 kc., to the Board of Regents of the University of Wisconsin. It is planned to coordinate all State radio activities under the university, although it is proposed to give up both the 900 and 940 kc. frequencies in the event the 670 kc. channel is authorized.

The selection of WMAQ's frequency, it is pointed out officially, is based "purely on engineering considerations and not on any quarrel with the present licensee." The location of the proposed new 50,000-watt outlet would be in Columbia County, or relatively near the State's center of population.

Evening Time Sought

In support of the application, it is pointed out that clear channels are intended to cover rural areas and that Wisconsin's two daytime stations are now unable to render a comprehensive program of adult education because they must sign off at local sunset. It is also stated that Wisconsin at present has no clear-channel stations while Chicago alone has four. There is a popular demand, it is stated, that the six-year-old *Wisconsin College of the Air* be given in the evening.

The application, the official statement added, was submitted upon recommendation of the principal public educational agencies and statewide organizations assembled at a general meeting to discuss future plans. The application is signed by M. E. McCaffrey, secretary of the University's Board of Regents. A letter of endorsement signed by Gov. Phil LaFollette and President C. A. Dykstra of the University accompanied the application. The Attorney General of the State will represent it at the hearing.

Under its plan of coordinating broadcasting activities, the board of regents has formed a State Radio Council consisting of the president of the University of Wisconsin, the superintendent of Public Instruction, the director of University Agricultural Extension, the director of the Department of Agriculture and Markets, the director of the University Extension Service, the secretary of Normal School Regents, the director of the State Board of Vocational Education, the dean of the School of Education and the technical director of radio stations.

VIRGIL EVANS, operator of WSPA, Spartanburg, S. C., last month was elected to South Carolina's House of Representatives, running in a field of 28 candidates and using radio exclusively as his campaigning medium.

WOL TRANSFERS
To 1230 kc., Raises Power; Saluted by WJSV

A UNIQUE salute to its neighbor station, WOL, was broadcast the evening of Sept. 22 by WJSV, CBS Washington outlet, on the occasion of WOL's shift from local to regional status. At 6:30 p. m., the 100-watt WOL shifted over to 1230 kc. with 1,000 watts full time, carrying special announcements and a feature program. WJSV transcribed the switchover ceremonies and later that evening broadcast them again from the disc, along with congratulatory speeches by Harry C. Butcher, CBS Washington vice-president; Jess Willard, WJSV manager, and Arch McDonald, WJSV sportscaster.

Mr. Dolph

William B. Dolph, WOL manager, spoke briefly over the CBS outlet during the salute program. There were salutes during the evening also on the Mutual Network, of which WOL is a member. Of particular interest were the felicitations broadcast over both WOL and WJSV to LeRoy Mark, WOL's owner, who is lying critically ill in Washington. Mr. Butcher presented the transcription, in a silver-mounted box, to Manager Dolph for presentation to Mr. Mark.

The new WOL transmitter house is located at Chillum, Md., about one mile from the District of Columbia line. Western Electric equipment is used throughout with two 230-foot Blaw-Knox radiators. The new plant was designed by H. H. Lyon, WOL chief engineer.

Walnut Discs

CALIFORNIA Walnut Growers Assn., Los Angeles (Diamond Walnuts), in mid-October will start a half-hour series on a group of stations nationally in a test campaign. List of stations is now being made up. The transcribed program, being cut by WBS, Hollywood, will feature George Fisher, Hollywood commentator, with Bill Goodwin as master of ceremonies. James Fonda is producing the series, with placement thru Lord & Thomas, Los Angeles.

Skelly Picks List

SKELLY OIL Co., Kansas City, on Oct. 10 starts *Captain Midnight*, a quarter-hour dramatized aviation program designed for children, five times weekly on the following stations: WOW KLZ WHO KGNO KFVS KGNC WKY KVOO WDAY WGN WOC WKBB WEBC WTAQ KMBC WKBH WCCO KSD WIBW KFH WNAX KWTO-KGBX Blackett-Sample-Hummert, Chicago, handles the account.

Oneida Enlarges

ONEIDA Ltd., Oneida, N. Y. (Community Plate), in addition to its program of *Peggy Tudor* transcriptions, on Sept. 13, started a series of 26 weekly spot announcements and two participations on the *Musical Roundup* program for 13 weeks on WNAC, Boston, and WICC, Bridgeport, thru BBDO, New York.

CARP'S KIT is really a utilitarian proposition. Here is H. K. Carpenter, vice-president and general manager of WHK-WCLE, Cleveland, boarding an American airliner with bag in hand. It is an ordinary zipper overnighter, but it has a complete portable Philco receiver, built-in by WHK engineers. There's plenty of room too for overnight things and papers. The grip is also handy on the golf course and other remote places for program checkups.

Joint Gas Series Proves Successful

Industry Likely to Continue Cooperative Advertising

NATIONAL cooperative advertising by the American Gas Association, which includes the *Mystery Chef* series on a split NBC network, will likely be continued for another three years, it was indicated by Kurwin R. Boyes, secretary of the association, in an address before the American Trade Association Executives convention Sept. 22-24 in Pittsburgh.

The national gas drive, now in its third year, has kept within its budget and has developed sustained enthusiasm throughout the gas industry, he said, and "it now seems certain that our executive board will approve the continuance of national advertising for another three years on a probable large scale."

The *Mystery Chef*, about to complete its third year on the air, "has exerted a powerful influence on the public acceptance of gas fuel and modern gas appliances by thousands of listeners," Mr. Boyes said. "Some 2,500,000 of the *Chef's* fans have called at the offices of participating companies for his recipe book. In radio circles this response is considered to be exceptional in view of the fact that the distribution of the book is restricted and that they must call at company offices for it. In addition, some 625,000 individuals have also applied in person for copies of the *Chef's* supplemental list of recipes. The thousands of letters received by the *Chef* and by participating companies leave no doubt that this program has more than met every claim for it.

"Because all member companies of the Association are not participating in this broadcast and because of contractual complications a separate organization, Regional Advertisers Inc., was formed legally separate and distinct from the American Gas Association to handle it. There is, of course, the closest tie-in between the two organizations. Regional Advertisers is perhaps unique in that it had a surplus which was returned to subscribers."

Clipp Manager of WFIL; Withycomb Takes Leave Because of Ill Health

AFTER nearly four years as business manager of WFIL, Philadelphia, Roger W. Clipp on Sept. 19 became general manager of the station succeeding Donald W. Withycomb, who has taken an extended leave of absence because of ill health. Samuel R. Rosenbaum, WFIL president, announced the appointment as Mr. Withycomb ceased active management though remaining available in an advisory capacity.

Mr. Clipp

Mr. Rosenbaum announced elevation of Margaret C. Schaefer, production manager of WFIL for two years, as assistant general manager in charge of programs, production and personnel. Jack Stewart will continue as sales manager with offices in Philadelphia and New York.

Mr. Clipp declared upon assuming the WFIL general management, that every effort will be made toward closer cooperation with the networks—NBC Blue and MBS—with which the station is affiliated, and that emphasis will be placed upon merchandising and other advertiser relationships. The organization will be made more flexible, he said, with a greater degree of coordination.

Jaspert Heads Local Sales

George Jaspert will remain as local sales manager, and Mr. Stewart will spend more time in Philadelphia handling executive direction of the sales department, Mr. Clipp said. He added, however, that he does not contemplate any major personnel changes.

Mr. Withycomb joined WFIL as general manager on Jan. 1, 1935, after having been manager of the NBC station relations department. Prior to that he had been with M. H. Aylesworth, first NBC president, since 1922, both in the National Electric Light Association which Mr. Aylesworth headed, and with NBC as his assistan

Mrs. Schaefer

Mr. Clipp, who was with NBC first as a commercial engineer and then under Mr. Withycomb in the station relations department, joined WFIL along with Mr. Withycomb as business manager. Mr. Clipp originally was a commercial radio operator and graduated from the University of Pennsylvania in 1925. He occupied an executive position in a bank in Hagerstown, Md., until 1929 and since that time has been in radio.

Mrs. Schaefer is a graduate of Rosemont and has been in radio since 1929. Beginning at WIBG, Glenside, she moved in 1930 to WCAU and during a period of three years advanced there to assistant program director. In 1933 she became program director of WHAT, Philadelphia, and came to WFIL in 1936. She was named production manager there a year later.

A MORE POWERFUL AND GREATER KDYL

SALT LAKE CITY

Penetrating more deeply into the alert, responsive Salt Lake market . . . largest, richest, most important market between Denver and the Pacific Coast . . . KDYL now extends to advertisers a "bonus" in greater coverage. KDYL has always been a result-getter, due to its popularity as the undisputed leader in showmanship. Now, with up-to-the-minute technical facilities and increased power, KDYL offers you even brighter opportunity. Its progress can be *your* progress in this major market.

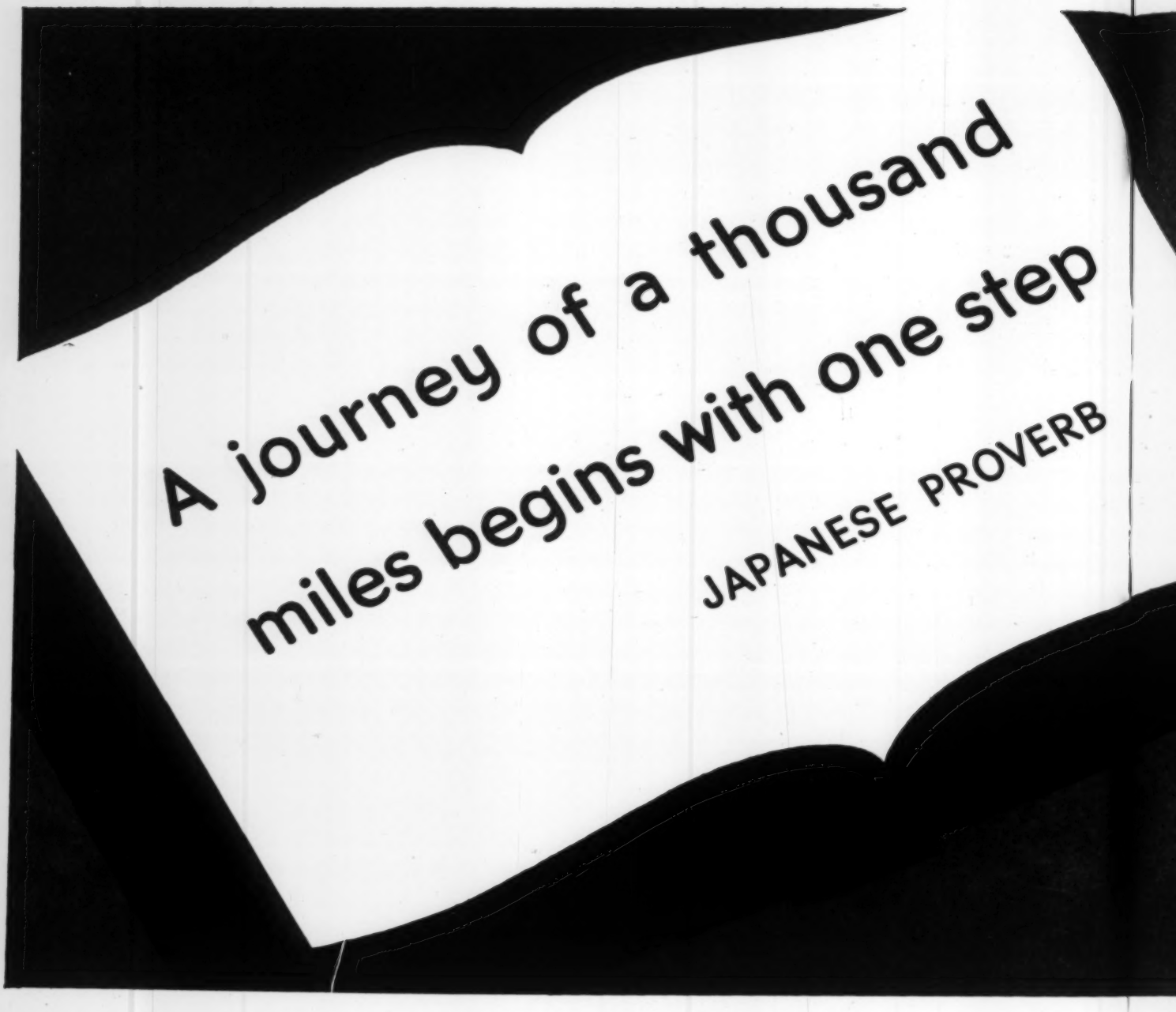
THE *popular* STATION • NBC — RED NETWORK

Now
5000
WATTS

National Representative

JOHN BLAIR & COMPANY

Chicago - New York - Detroit - San Francisco - Los Angeles - Seattle



Possibly you are an advertiser—or y
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radio will mean so much to you, station
capable management of these station

er—or you have a client—who has hesitated to use
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l answer. Spot offers you the full selling power of radio
as modest as you choose • Because your first step into
, station choice is doubly important. The experienced,
e stations is success insurance for your radio plans.

WSB	Atlanta	NBC
WAGA	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell-Lawrence	MBS
WTMJ	Milwaukee	NBC
KSTP	Minneapolis-St.Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WHN	New York	NBC
WTAR	Norfolk	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
WRTD	Richmond, Va.	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK • CHICAGO • DETROIT
LOS ANGELES • SAN FRANCISCO

Visual Receivers Pushed in London

Annual Exhibit Dominated by Television Equipment

EVIDENCING a concerted drive by British radio manufacturers and BBC to push the popularity and practical use of television, video equipment and technique dominated the exhibits at the annual Radiolympia in London. Over a hundred different television receivers were shown, with every firm showing at least one model, and bigger manufacturers displaying from five to eight.

Among the sets on exhibit, size of the projected images varied from 4x5 inches for the desk models to 24x19 inches on the home receivers. Cathode tube construction predominated, and some exhibited were to market for as low as $125.

Largest Studio

For Exhibition visitors BBC constructed what it claims to be the largest television studio in the world, with glass walls through which an actual television broadcast can be watched. A coaxial cable connects the Exhibition studio with the main studios in Alexandra Palace. In addition, exterior programs from the zoo, and a fashion show were carried.

Radio receivers exhibited incorporated push-button control and telephone dial selectors. Accessories dealt primarily with television, featuring special antennas and cables for connecting homes.

Radio dealers in the London area at a recent meeting showed great enthusiasm for a television sales push. The Radio Manufacturers Assn., which has formed a special committee to publicize television, anticipates 15,000 installations before March, boosting the total number in the London area to about 20,000.

Macfadden Serial

MACFADDEN PUBLICATIONS, New York (True Story), on Sept. 26 started *Doc Sellers*, a serial of 15-minute dramatized stories five times weekly for 13 weeks, on KMBC, Kansas City, and WTMJ, Milwaukee.

Loses Video License

TELEVISION station W9XAT, Minneapolis, operated experimentally for several years by Dr. George W. Young, operator of WDGY in that city, disappeared from the rolls officially Sept. 20 under an FCC decision refusing to renew its application. Counsel for Dr. Young appeared at a hearing ordered on the renewal and indicated no evidence would be submitted in support of the application. Formerly operating in the lower wave bands, using a mechanical system, W9XAT lately was operating with 500 watts on the ultra shortwaves.

Video Stock Issue

INTERNATIONAL Television Radio Corp., Jersey City, has registered with the SEC an issue of 1,000,000 shares of $1 par value common capital stock to be offered through Mayhew & Reilly, brokers. The firm estimates it will receive $1,200,000 from the sale. Of this amount, according to a statement to the SEC, $500,000 will be used to construct five television centers using the Priess system and to set up a revolving fund for the manufacture of receiving sets; $250,000 to develop and manufacture infrared fog-piercing apparatus, and $250,000 to develop and manufacture facsimile. The corporation has an authorized capitalization of 4,000,000 shares of $1 par common capital stock, of which 3,479,990 will be outstanding upon completion of the proposed financing.

WIL Never Silent

WIL, St. Louis, recently began a 24-hour operation schedule, claiming to be the first St. Louis station to operate regularly on an around-the-clock basis. Since the station was founded by L. A. Benson in 1922, broadcast hours were limited to 14, until 18 months ago when *Dawn Patrol*, a 3½-hour dance session heard from midnight until 3:30 a. m., came on the air. Under the new arrangement, *Dawn Patrol* will continue from midnight to 6 a. m., when the first early morning program, the *Breakfast Club*, comes on. WIL is using a trailer carrying two 24-sheet billboards to acquaint downtown crowds with its new service.

Facsimile to Rescue

WHEN a delay was threatened in construction of the RCA exhibit building at the New York World's Fair because blueprints of architect's revisions were almost 100 miles away, in Philadelphia, RCA's facsimile facilities were pressed into use and the plans delivered to the contractor within a few minutes after he had asked for them. After Architect Louis Skidmore had determined from Paul P. Cret, consulting architect in Philadelphia, that the revisions were completed and ready to be mailed, C. W. Fitch, assistant director of the RCA exhibit, instructed Mr. Cret by telephone to send his drawing to the RCA Communications office in Philadelphia, from where it was transmitted by facsimile to the RCA building site on the Fair grounds, where a unit has been installed for transmission and reception tests since Sept. 16.

SET MAKERS HOPE FOR SALES BOOST

AFTER a dull half-year in all divisions but broadcasting, the radio set trade opened its 1939 season with the brightest outlook in many months, according to Dun & Bradstreet. Rising consumer incomes, revival in home building, and improved prospects for motor sales are looked upon as stimulating demand for all types of receivers. Extension of rural power also promised a broadening potential market for electrically-operated sets. Reduced inventories and more comprehensive price agreements indicate that the industry is putting its house in order.

Results for the first six months of 1938 showed distributors' sales off as much as 60% from 1937, with an average drop between 25% and 45%. Despite a pickup during the latter part of the period, half-year sales were still below 70% of 1937. On the basis of the improved trend in inquiries and orders, the trade estimated that about 4,000,000 radio sets would be produced between July 1 and the end of the year.

Film Talent to Receive Double Amount Paid for Radio Appearances in 1938

IT IS conservatively estimated in Hollywood that the current radio season will more than double talent expenditures of last year for participation in network shows by film talent. Already $5,000,000 is earmarked for more than 600 film persons in radio productions to emanate from Hollywood. Nearly two dozen of the major advertisers of the country are launching their network programs during September and October from the west coast and in excess of $5,000,000 will be that portion of their talent outlays to be paid motion picture people exclusively.

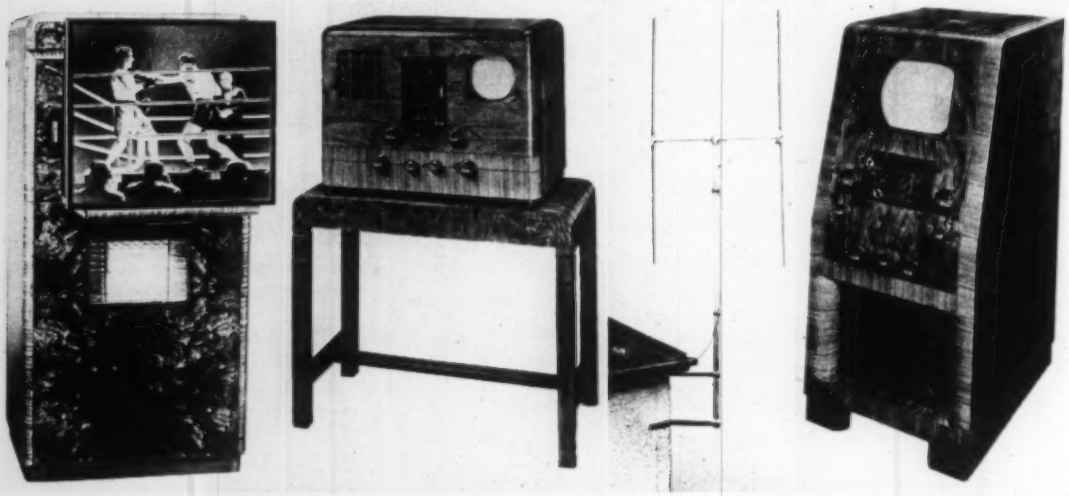
The weekly payroll figures are to run between $125,000 and $150,000, it was said. Furthermore, it is expected other national advertisers will project their network programs from Hollywood ere the year-end, increasing budgets near the $6,000,000 mark.

Big Pay, and Little

As usual, top flight names will draw the largest slice of the appropriations. Ten top film names will take $5,000 weekly each; 25 will draw from $3,500 to $5,000 for an appearance; 50 will receive from $2,000 to $3,500; 150 will run from $1,000 to $2,000 and 350 will earn $100 to $1,000, depending upon their importance. There will also be many in the $50 to $100 bracket.

The current season scale will not reflect an advance over last season in outlays to talent in the various categories, the increases being due almost entirely to larger personnel. Agency buyers have so far managed to control and curb the runaway and hysteria proclivities of motion picture stars and outsiders to pyramid and skyrocket talent fees, and it is doubtful if the current season will produce any variation from the prevailing fee-standards. Five thousand dollars a program continues to be the contract stipulation between top film names and sponsors.

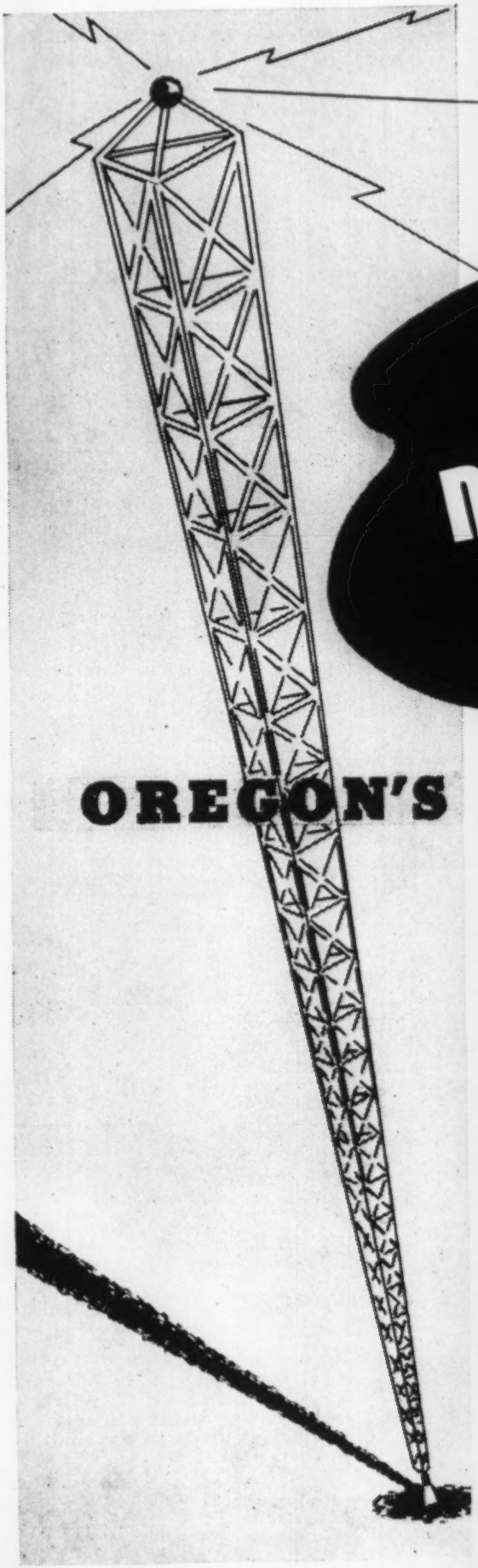
In most film studios contract players are still required by agreement to appear without company on radio programs which hold exploitation possibilities for their pictures. The old free-appearance practice for personal exploitation is practically extinct. Screen Actors Guild and American Federation of Radio Artists, as well as other talent organizations have virtually put a stop to the practice.



TELEVISION dominated the annual Radiolympia held recently in London, with over 100 video sets on display. Here are three typical sets. At left is a Scophony-Ekco television with screen 24x20 inches. Next is a table model His Master's Voice receiver. At right is another His Master's Voice set, with a 7½x6 inch picture. The Belling & Lee television antenna, suitable for ordinary listeners, is at right center.

Program for Zenith Dealers

RAY THOMPSON Co., Los Angeles (radio dealers), as part of a general sales meeting of Zenith distributors, on Sept. 12 sponsored an early morning quarter-hour talk on KFI, that city, to inform southern California salesmen what to expect in the new 1939 Zenith radios.



KEX now...full time on the air!

OREGON'S MOST POWERFUL RADIO STATION

Through authorization of the Federal Communication Commission, KEX has been granted full time on the air!

Outlet in Oregon for the National Broadcasting Company's Blue Network — KEX now offers this increased advantage to all national advertisers.

Remember, when you are using radio advertising in the Northwest, there's none more powerful, nor a better buy, than KEX. Call our representatives for further details.

KEX

RADIO STATION OF THE OREGONIAN ★ PORTLAND OREGON

NBC BLUE NETWORK

REPRESENTATIVES ★ EDWARD PETRY & CO., INC., NEW YORK, CHICAGO, DETROIT, SAN FRANCISCO, LOS ANGELES

Educators to Use Million Dollars in Time for Programs

Chicago Series This Season Given Widespread Coverage

A MILLION dollars worth of radio time will be allowed the University Broadcasting Council for its 1938 programs, according to Allen Miller, director of the non-profit organization incorporated in 1935 to further education by radio at Chicago, Northwestern and De-Paul universities. This sum was disclosed in late September coincident with the issuing of a report which summarized the purpose and achievements of the Council since its incorporation.

Before the UBC was established, approximately $10,000 annually was spent by the three schools for broadcasts, exclusive of the commercial value of the time donated by the stations. The study discloses that the cash appropriation for the University Broadcasting Council during 1938 totals $58,500 donated by the following: WENR and WMAQ of NBC, WBBM of CBS, WGN of MBS, and WIND—$15,500; the three UBC schools, $13,500; Rockefeller Foundation, $30,000. This sum, of course, is in addition to the time given UBC programs, time which in 1934-35 totaled $169,000; in 1938 totals $1,000,000.

Widespread Coverage

Significant is the increase in the value of time given the three universities before and after UBC, since it reflects the increasing respect of broadcasters for the quality and showmanship of UBC programs. For the 1933-34 period, time amounted to $116,000; 1934-35, $169,000; after formation of the University Broadcasting Council, 1935-36, $398,000; 1936-37, $811,000; 1937-38, $1,000,000. (The time is computed at the then commercial rates.)

Another comparison of the interest is the percentage distributions of programs by time of day. Before the University Broadcasting Council, 71% of the programs were broadcast in daytime, and only 25.2% at night. The 1937 figures indicate a reversal with 70% of the programs aired at night, only 12.6% broadcast in daytime, and 17.4% aired on Saturday afternoon and Sunday morning.

Coverage maps of UBC programs show that prior to the formation of the Council primary areas of reception were confined to all or part of the following states: Illinois, Wisconsin, Nebraska, Michigan, Ohio, New York, Vermont, New Hampshire, Maine, Massachusetts. Primary area coverage for 1938 indicates the whole of the United States with the exception of Western Texas and Western Kansas. Prior to UBC, there was but one network program from the universities outside of the Chicago area, while in the spring of 1938, UBC had 11 network shows on the air in a single week.

The growth of the University Broadcasting Council is generally attributed to its practical approach. "We have increased the appeal of our programs," Mr. Miller said, "by maintaining a professional staff skilled in radio techniques which has materially raised the level of our broadcasts. The constant training and supervision of individual faculty members have made many of them effective broadcasters and we have made it possible for the radio audience to hear all of our educational broadcasts by cooperating with stations and securing time schedules that do not conflict. Believing as we do that the solution to educational broadcasting is to be found in increasing the quality of programs, we have concentrated upon this rather than the quantity of broadcasts to be built at the three universities."

The staff of UBC, in addition to Mr. Miller, includes Parker Wheatley, assistant director; Joe Ainley, production manager; Henry Barbour, continuity director; Malcolm Romberg, chief engineer.

UBC programs now on the networks include: Chicago U *Round Table*, NBC; Northwestern U. *Reviewing Stand*, MBS; *Science in the News*, NBC, featuring a commentator; *Of Men and Books*, CBS, extemporaneous lecture featuring Prof. John T. Frederick as book critic; *Roving Prof*, NBC, with Prof. Wm. McGovern of Northwestern U.; *From the Ends of the Earth*, MBS, drama; with *Magnificent Failures* and *Night Skies* anticipated for production on MBS.

Local fall shows of UBC will include *Do You Know*, a quiz program designed to show the thinking process, on WGN; *Thinking Straight*, *The City*, *Government and Business*, *Abundant Life*, *News Behind the News* on WIND.

Programs of UBC have received many awards. In 1937 the Chicago U. *Round Table* received the award of the Women's National Radio Committee and the medal of merit from "Radio Guide," as well as honorable mention at the Second American Exhibition of Recordings of Educational Programs. The Exhibition also awarded *Science in the News* and *The Right Job.*

Work of Office of Education Division Is Expanded by Additional WPA Grant

EXPANSION of the activities of the Radio Division of the U. S. Office of Education under a recent WPA grant of approximately $200,000, which will support its work through next June at least, was disclosed Sept. 26 by William Dow Boutwell, director. In addition to augmented staff and new programs, the WPA money will go toward grants for radio work at the University of Florida, Indiana State Teachers College, University of Kentucky, Louisiana State, University of Minnesota, University of Oklahoma, University of South Carolina, University of Indiana, Bureau of Adult Education of the New York State Educational Department and the Department of Public Instruction, Schenectady.

Mr. Boutwell

Enlarged Staff

The Federal Educational Radio Project under Dr. John W. Studebaker, Commissioner of Education, will share in the grants and expand the Script Exchange organized last year to make available to schools, colleges and radio stations educational programs for local production. Funds have been collected from the industry to support this venture as a means of developing educational radio programs. To date 185 scripts have been prepared and 145,000 copies distributed for use on 148 radio stations.

To its staff the Radio Division has just added Gilbert Seldes, television director of CBS and a noted author, who will work on a part-time basis writing a new series titled *Immigrants All—Americans All* which on Nov. 14 will replace the highly successful *Brave New World* on CBS Mondays, 10:30-11 p. m. (EST) and run for 26 weeks. The series will be devoted to dramatizations of contributions the various races have made to American life.

Mr. Seldes was scheduled to confer on the projected program in New York Sept. 28 with a special advisory committee which includes Sterling Fisher, H. V. Kaltenborn, Reed Lewis, Marvin Lowenthal, Louis Adamic, Dr. Esther Caulkin Brunauer, Dr. Everett Clinchy, Dr. Stephen Duggan, Dr. Joy Elmer Morgan, Dr. James T. Shotwell and Avenire Toigo.

Mr. Boutwell announced the addition of three more experienced radio people to his Washington staff. They are Irve Tunick, formerly continuity director of WINS, New York, who wrote the Remington-Rand *Cowboy Tom's Roundup* series; Osmund Molarsky, script writer, who wrote some of the DuPont *Cavalcade* programs, and Selma Goldstone, writer formerly with Roger White Productions, New York.

The staff now numbers 157 engaged in writing, production research and the operation of the Script Exchange. About 40 of these are stationed in New York under the direction of Philip Cohen, who has just returned from London where he made a three-month study of the BBC under a Rockefeller Foundation scholarship. Mr. Cohen is assisted as director by Mitchell Grayson, formerly in the cast of the Broadway production *Having a Wonderful Time.*

In addition to the *Immigrants All* series, the project will continue *The World Is Yours* now on NBC-Red, Sundays, 4:30-5 p. m. Its author is Peter Harkins.

Chime Code

A CODED chimes system, replacing the customary gongs at station breaks, has been inaugurated at WJNO, West Palm Beach, to notify station employes who are off duty of any emergency arising at the station without also informing the listening public that the station is in trouble. Within three days after the new system was installed its value was proved when the announcer on night duty became ill and gave the emergency signal, whereupon another announcer, who was listening in while driving in his car, rushed to the station and took over.

WHAS Host at Meeting On Educational Project

SUPPLEMENTING its pioneering efforts in education by radio, WHAS, Louisville, was host at a meeting in Louisville, Sept. 30 of leading educators and broadcasters called together to complete the project. For a number of years, WHAS has been establishing listening centers throughout Kentucky with special programs of an educational character geared for the outlying areas. This project was to be rounded out at the Sept. 30 session.

Educators from Indiana, Ohio and Tennessee and broadcasters from the same area were to be present. Speakers included Dr. J. W. Studebaker, U. S. Commissioner of Education; Allen Miller, of the University Council of Chicago, and Sterling Fisher, CBS educational director. About 150 guests were expected. At the conclusion of the speeches, there was to be a roundtable discussion. Barry Bingham, president and publisher of the *Courier-Journal and Times*, which operates WHAS, was to preside, with Mark Ethridge, vice-president and general manager and former NAB president, to conduct the round table.

Texas Quality Network Celebrates Anniversary

CELEBRATING its fourth anniversary, Texas Quality Network, WBAP, Fort Worth, and other member stations WFAA, Dallas, WOAI, San Antonio, and KPRC, Houston, broadcast a special program beginning at 6 p. m., Sept. 10.

TQN, organized in the summer of 1934, began operation the following Sept. 10, giving advertisers facilities to broadcast a single program covering simultaneously four of the large market areas of the state. The network has been used extensively for football broadcasts, and during the Texas Centennial in 1936, WBAP fed several special programs to NBC on coast-to-coast hookups.

Honor for McGrady

EDWARD F. McGRADY, former Assistant Secretary of Labor, who last month was named to the boards of directors of both NBC and RCA, was honored by the American Arbitration Society, representing both industry and labor, at a dinner at the Hotel Astor, New York, Sept. 27, broadcast over NBC-Blue. The association's first medal for distinguished service in industrial arbitration was presented to the former Government official, who is now vice-president in charge of industrial relations of RCA and who succeeded the late James R. Sheffield on the RCA and NBC boards by vote of the directors Sept. 23. Notables in public life and heads of both AFL and CIO unions were present to honor the labor leader.

Magazine Feeler

PENINSULAR News Service Corp., New York, has begun a daily program, *The Hour of Spain*, to promote the magazine *Spain*, on WHN, New York, Mon. through Sat., 11-11:15 p. m. Other stations may be added later. Agency is Carlo Vinti Adv. Co., New York.

Leading the parade of nine outstanding dance bands to be added to

NBC THESAURUS

BLUE BARRON and his ORCHESTRA

Well known to radio audiences from coast to coast for his network programs. A regular Victor-Blue Bird recording band...now playing at the Green Room, Hotel Edison, New York City, booked for October appearance at the Paramount Theatre, New York City.

•

NBC THESAURUS supplies stations and spot advertisers with program material most in demand by listeners. It is now in the process of increasing the dance section of the service, and announces the addition of nine new dance orchestras, all of which will be top-notch popular orchestras. *For further particulars, write*

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

ELECTRICAL TRANSCRIPTION SERVICE

RCA Building, Radio City, New York **Merchandise Mart, Chicago**

Power Increases In Canada Likely

CBC May Boost 100-Watters To 1,000 Watts Oct. 3

By JAMES MONTAGNES

THAT some of Canada's 100-watt stations will receive power increases to 1,000 watts at the Oct. 3 meeting of the Board of Governors of the Canadian Broadcasting Corp. at Ottawa is considered fairly certain in Canadian broadcasting circles.

The CBC general manager, Gladstone Murray, stated he was satisfied with the work of most privately-owned broadcasters [BROADCASTING, Sept. 1] in his recent talk to listeners. He has surveyed the radio field thoroughly this summer, and his recommendations for some power increases are expected to be carried by the board, from which the recommendations go to the Minister of Transport, Hon. C. D. Howe, for confirmation. Most Canadian 100-watt stations have applied for power increases. There is considerable speculation how many stations will receive the increase at this session of the board. A number have been unofficially informed, it is learned on good authority, that their applications will be accepted.

Other matters to be taken up at the board meeting are not yet known, but it is expected that recommendations will be made for regional directors, the first of whom was recently appointed for the British Columbia region. Ira Dilworth, associate professor of English at the University of British Columbia, has been granted a year's leave of absence to become CBC regional representative. He will be mainly occupied with matters of policy and public relations. Similar representatives are to be appointed for the Prairie region, Ontario, Quebec and the Maritime CBC divisions. The appointment of these directors is in line with the CBC policy of winning favorable public good will, a problem the CBC still has to overcome, though public reaction is more favorable today than it was a year ago. Making commercial network shows available to the entire Dominion and broadcasting high-quality sustaining network shows have gone a long way to win public approval for the CBC.

This season the CBC is inaugurating a Dominion-wide drama contest to encourage Canadian authors to write radio plays. Four cash prizes of $250, $150, $100, and $50 are offered. The contest is the first serious Canadian attempt to give Canadian authors opportunities and markets in the Canadian radio play market.

CBC Makes Changes

CANADIAN Broadcasting Corp. announces that on Sept. 25 its Quebec station, CRCK, changed call letters and became CBV. This leaves only two stations—CRCY, Toronto, and CRCS, Chicoutimi—with call letters which recall the former Canadian Radio Broadcasting Commission (CRC). At the same time CKPC, Brantford, has been taken off the list of stations receiving occasional CBC programs and CKWX, Vancouver, has been added to the list which now totals 56 broadcasting stations and three shortwave outlets.

WBBM Signs Grimm

CHARLIE GRIMM, sportscaster of WBBM, Chicago, has signed a three-year contract with the station, according to H. Leslie Atlass, vice-president of CBS. Former manager of the Chicago Cubs, Grimm joined WBBM on July 20 [BROADCASTING, Aug. 1] to alternate with Pat Flanagan in descriptions of the Cubs and White Sox home games. "Grimm has exceeded our expectations," Mr. Atlass stated, "and has in a few weeks pushed himself into first rank among baseball broadcasters." He will cover the major and minor league meetings and the spring training camps for WBBM in a sponsored *Sports Huddle* series.

Rexall to Use 200

UNITED DRUG Co., Boston (Rexall products), on Nov. 1, will start *Rexall Magic Hour*, an RCA-transcribed show featuring Ben Bernie, to run four 15-minute periods on about 200 stations during the week of the company's semi-annual one-cent sale. Street & Finney, New York, is agency.

STERLING BREWERS Inc., Evansville, Ind. (Sterling beer and ale), on Sept. 24 started *Pigskin Reviews*, a quarter-hour series of football summaries once weekly on WAPI WIRE WMC WSM WHAS. Ruthrauff & Ryan, Chicago, is agency.

COMMENTATORS for Goodyear Tire & Rubber Co. on its quarter-hour segment of the NBC-Blue *Farm & Home Hour* are (l to r) Robert S. Clough of Kansas City, Phil Evans of Chicago and Don Goddard of New York.

Goodyear Commentators

CHOSEN from auditions of more than 100 expert farm announcers to handle the regional broadcasts of the *Goodyear Farm Service* series on NBC-Blue, 1:15-1:30 p. m., Monday through Friday, which started Sept. 26, were Don Goddard, from NBC's news staff, who handles the eastern area; Phil Evans, organization director of the National Wool Marketing Corp., who broadcasts from Chicago, and Robert S. Clough, former president of the National Association of County Agricultural Agents, who is heard from Kansas City. Sponsored by the Goodyear Tire and Rubber Co., Akron, the regionalized farm news program, using INS, was placed through Arthur Kudner, New York.

Gardner Leaves M-G-M To Direct W. C. Fields; MacGregor to Hollywood

ED GARDNER, Hollywood producer of NBC *Good News of 1939*, sponsored by General Foods Corp. (Maxwell House coffee), has resigned from the production staff of M-G-M. It is reliably reported that he will join Lord & Thomas, that city, to produce the W. C. Fields comedy insert on the CBS *Lucky Strike Hit Parade*, sponsored by American Tobacco Co. Fields joins the series this month, cutting in from Hollywood for each broadcast.

Louis K. Sidney, M-G-M radio director, has taken over production of the *Good News* series with Donald Cope, Benton & Bowles Hollywood producer, acting as his assistant. Gardner produced 11 of the *Good News* programs, including two of the 1939 series. He went to M-G-M from J. Walter Thompson Co., Hollywood, when Bill Bacher resigned last year after producing two *Good News* programs. Resignation of Gardner again intimates that M-G-M will close the *Good News* series at the end of the year.

To assist in its heavy production schedule this fall, Benton & Bowles has transferred Kenneth MacGregor and Al Whitlock from New York to Hollywood. Whitlock has been made assistant to William R. Baker Jr., vice-president in charge of the agency's West Coast activities. MacGregor, with Benton & Bowles for the past five years, has been assigned to produce the *Joe Penner Show*, sponsored by General Foods Corp., on CBS. While in New York he produced *Palmolive Beauty Box Theatre*, Bob Ripley's *Believe-It-Or-Not*, and *Maxwell House Show Boat*.

Atherton W. Hobler, president of the agency, was in Hollywood during mid-September to discuss new network shows starting this month, and also conferred with Mr. Baker on production changes.

Oil Firms Dominate Football

(*Continued from page 20*)

Notre Dame. On the two other Saturday afternoons, Jim Dudley will broadcast play-by-play accounts of Illinois U. versus the Wildcats and Ohio State from Champaign under Oldsmobile sponsorship. Following the eight games Old Heidelberg Inn, Chicago restaurant, will sponsor a quarter-hour musical football score program on WJJD through Roche, Williams & Cunnyngham, Chicago.

WBBM, Chicago, on Oct. 4 will start *Sports Huddle* under sponsorship of Stephano Bros., Philadelphia (Marvel cigarettes) through Aitkin-Kynett Co., Philadelphia agency. The series will feature Pat Flanagan and John Harrington in gridiron surveys and will be heard Mon., Wed., Fri., 10:15-10:30 p. m. (CST). Charlie Grimm, WBBM baseball announcer, will alternate on the program during the winter and spring months. The complete Northwestern U. schedule will also be aired by WBBM and on Sept. 20 a transcribed series of visits to Midwestern campuses for interviews with coaches and star players titled *Big Ten Spot Huddle* was begun on WBBM.

Other Oil Sponsors

Fleetwing Oil Corp., Cleveland, a subsidiary of Standard Oil Co. of Ohio, is sponsoring the entire Michigan U. schedule on WJR, Detroit, starting Oct. 1. Distribution is in Michigan, Indiana, Ohio and Pennsylvania. Harry Kipke, former Michigan coach, and Harry Wismer, WJR announcer, are handling the games, Simmons-Michelson Co., Detroit, is agency.

Tulsa U. football broadcasts, sponsored by Mid-Continent Petroleum Corp., Tulsa, on KTUL, are pushed in a pocket-size two-color folder carrying the 1938 Tulsa schedule, rule changes, wigwag penalty code and principal penalties. R. J. Potts Co., Kansas City, has the account.

For the fifth consecutive year, WCCO, Minneapolis, will present Bernie Bierman, coach of Minnesota's team, in a series of Sunday evening broadcasts sponsored by General Mills for Wheaties.

Games of the Washington Redskins, pro team, are being sponsored by the local distributor of Northampton Brewing Co., Northampton, Pa., maker of Tru-Blu beer, using WOL, Washington, with Tony Wakeman as announcer.

Post-mortems on yesterday's games and predictions of probable winners next Saturday occupy the football experts featured on NBC's *Second Guessers* series of Sunday afternoon broadcasts on the Blue Network, 1:30-2. "Sleepy Jim" Crowley, Fordham coach, and Joe Williams, Scripps-Howard sports columnist, handle the Eastern end; Lynn Waldorf, Northwestern coach, and Francis J. Powers, sports writer for INS, cover Big Ten activities; "Tiny" Thornhill, Stanford coach, and William F. Leiser, executive sports editor of the *San Francisco Chronicle*, pass out inside information on the Coast teams.

Interviews with noted coaches, dramatizations of famous games, last minute flashes from college campuses across the country and collegiate music are featured in the *Gridiron Smoker*, just beginning its fourth season on WHN, New York. Program is broadcast 9-9:30 Friday evenings.

Liggett & Myers Tobacco Co., New York, is recognizing the end of the baseball season and the advent of football by replacing its *Chesterfield Sports Column*, a daily quarter-hour summary of baseball scores and chatter that has been broadcast each weekday evening since April 18 on NBC-Red by Paul Douglas, with a twice-weekly period of football forecasts (Thursday) and scores (Saturday) broadcast at the same hour by Eddie Dooley.

Since Sept. 22 Mr. Dooley has been inserting his football news into the Thursday and Saturday broadcasts of Mr. Douglas, who retires on Oct. 1 and leaves the air to the Dooley *Last Minute Football News*. At the same time the sponsor has increased the network from 51 to 76 stations, so that football fans in all parts of the country may hear the new series, which will run until Nov. 26. Repeat broadcasts have also been added, from 12:30 to 12:45 a. m. for the Thursday session, and from 8:45 to 9 p. m. on Saturday. Account is handled by Newell-Emmett Co., New York.

it's only the beginning...

IT'S only the beginning of the Fall season, yet IBC is scoring high---higher than in any previous year---in the renewal of old accounts and the signing of many new ones!

Sure, there's a reason—and it's simply this: Progressive Advertisers realize that to popularize your product with our "Friendly Family" of 2,500,000 Italo-Americans you must advertise *"The Italo-American Way!"*

After doing so, you, too, will say, on your first quarter report of increased sales, "it's only the beginning!"

WOV
NEW YORK • 1000 WATTS

WPEN
PHILADELPHIA • 1000 WATTS

WBIL
NEW YORK • 5000 WATTS

THE INTERNATIONAL BROADCASTING CORPORATION • NEW YORK CITY

SCORE:
14 NEW ACCOUNTS FOR IBC FIRST QUARTER...

Irwin Heads KVI Sales, Programs to Thompson

EARL T. IRWIN, formerly with the Chicago office of Free & Peters, has been appointed sales manager of KVI, Seattle, succeeding Edward J. Jansen, who on

Mr. Thompson

Mr. Irwin

Sept. 1 took over the post of commercial manager of KGU, Honolulu. At the same time, Wade Thompson, former program director of Strang & Prosser Adv. Agency, Seattle, was appointed program director of KVI by Mrs. Vernice Boulianne, president and manager. Elvin Adams has been named director of sales promotion while James Peterson, former program director, has been appointed public relations director.

Mr. Irwin will direct both the Seattle and Tacoma sales departments. Mr. Thompson will be in charge of all locally produced programs. He was at one time program director of KFAB, Lincoln, Neb., and on the staff of WBBM, Chicago. He has written some of the scripts for the *First Nighter* program and originated the *Court of Missing Heirs* on CBS.

Cooperative on Mutual Starts With 6 Sponsors

COOPERATIVELY sponsored by local advertisers, the *Show of the Week* began Sept. 25, on a 16-station MBS network, Sun., 6:30-7 p. m. The program is featuring "the band of the week", "the song of the week", and three two-minute news periods. R. J. Rottenberg, vice-president and radio executive of Redfield-Johnstone, New York, the agency in charge of the program, named six sponsors already signed, with a total of 40 planned.

The agency arranged a similar program, George Jessel's *30 Minutes in Hollywood* last year, which was broadcast over MBS with numerous sponsors. Sponsors this year with stations are as follows: Howard Clothes, WOR, New York; Chrysler Corp., WGN, Chicago; WCAE, Pittsburgh; Higby Co., (department store), WHK, Cleveland; Remar Baking Co., KFRC, San Francisco; Alpenbrau Brewery, KWK, St. Louis; Gridley Dairy, WISN, Milwaukee. Other stations being used are: WAAB WHKC WOL KSO KOIL KFEL KSTP WSPD WTOK.

Industrial's Discs

INDUSTRIAL TRAINING Corp., Chicago, will soon start a new disc series titled *The World We Live In*, five and 15 minutes, on from 80 to 100 stations per month during the winter. Program dramatizes unusual news events and scenes presented in a newspaper office by a newspaper columnist. Featured are Ed Prentiss, Larry Lands, Lesley Woods, Joanne Carson. The show is written by Lucille Fischer. James R. Lunke & Associates, Chicago, is agency.

RADIO AND THE SCHOOLS

A NEW "Radio Listener's Course", designed to instruct school teachers and music supervisors in the recently developed techniques in stimulating music appreciation, is being offered this fall by the New York University division of general education. Dr. Marion Rous, director of audience education at Greenwich House Music School and lecturer for the Philharmonic-Symphony League, will direct the course. A "listener's log" for detecting themes and recording musical reactions and a "listener's pallette" for noting color and character of musical instruments will be used to analyze the major works broadcast by the New York Philharmonic during its Sunday afternoon concerts on CBS preparatory to each broadcast.

COURSES in television and amateur radio will be conducted this fall by New York University's division of general education. Prof. H. H. Sheldon gives the television course while Laurence M. Cockaday, author of several books on radio, will discuss the practical operation of short-wave equipment.

PROGRAM designed especially for schoolroom use by elementary grades, *Montana School of the Air*, has been resumed on KGVO, Missoula, with Marguerite Hood and Jimmy Barber in charge.

RADIO Bulletin No. 16, titled *Teaching by Radio* and containing six articles by R. R. Lowdermilk with an introduction by I. Keith Taylor, has been issued by the Bureau of Educational Research of Ohio State University as a handbook for teachers using radio programs in their classrooms.

GORDON G. HUMBERT, former assistant principal of Willis High School, Delaware, O., has been appointed supervisor of the *Ohio School of the Air*, which will be revived this semester as a project of WOSU, Ohio State U station, after a lapse of one year.

EFFECT of radio listening on children is the subject of four broadcasts of the *Your Child* series, broadcast by Sabra Holbrook on WNEW, New York, each Saturday afternoon. *Living Lessons in Radioland*, *Choosing Programs for the Modern Child*, *Dialing Intelligently* and *Radio for Fun* are the titles of the four broadcasts, which run from Sept. 24 through Oct. 15.

MINNESOTA U, through its extension division, offers Minneapolis and St. Paul writers a 34-week course in radio script-writing, with Luther Weaver, of Luther Weaver & Associates, Twin Cities radio advertising agency, continuing as instructor. The course, established three years ago by Mr. Weaver, consists of a weekly two-hour session which opened Sept. 27 at the extension center in St. Paul and Sept. 30 on the campus in Minneapolis.

LINDSEY SPIGHT, San Francisco manager of John Blair & Co., for the third year is conducting a 10-week lecture course on Radio Advertising for the University of California Extension Division. The lectures are held each Wednesday night in the Extension Division building in San Francisco.

WILL, University of Illinois station at Champaign, Ill., will broadcast 12 courses direct from classrooms this winter, including current affairs in Europe, international law, labor problems, American history, and sociology.

RADIO institute for teachers, designed to show educators how programs can be used as an aid to classroom teaching, has been established by CBS in connection with its *American School of the Air*. Invited teachers will watch actual broadcasts and during a round table discussion get tips from educators who have successfully used radio in classrooms.

ANNUAL educational feature, *America's Schools*, presented by NBC in cooperation with the NEA, will begin Oct. 5, with two separate series on NBC-Red. Dramatizations tracing the growth and development of the American school system will be heard Wednesday, 6-6:15 p. m. (EST), beginning Oct. 5 and talks by Florence Hale, NEA trustee and editor of *The Grade Teacher*, will be carried Saturdays, 10:45-11 a. m., beginning Oct. 15. The dramatic series will originate in NBC studios in Washington, while Miss Hale will speak from Radio City studios.

WHIO, Dayton, has furnished the Dayton Board of Education a card index of its transcription library, which includes speeches and commentaries by men and women of national and international importance. Transcriptions and turntables will be sent to the local schools to let pupils become acquainted with history-making speeches.

Vadsco Discs on 19

VADSCO SALES Corp., New York (Quinlax cold tablets), in addition to its Mutual and Yankee network program, *Court of Human Relations*, on Oct. 16, will start Sunday transcriptions on following 19 stations: WNAC WCSH WTIC WJAR WOKO WHEC WBBM WCAU WFBR KSTP WGAR KWK KSFO WTAG WJR WFBM KFI KGW KOMO.

Wurlitzer May Add

RUDOLPH WURLITZER Co., Chicago, on Sept. 26 started *Say It With Music*, a thrice-weekly quarter-hour disc series on WGAR. The series featuring the music of famous instrumentalists recently started on WMAQ and the series may be extended to other stations during the fall. Schwimmer & Scott, Chicago, is agency.

DON WILSON, NBC Hollywood announcer, has been signed as narrator for a series of film travelogues by Universal.

Plug for Paderewski

WFAA, Dallas, snared a bit of the million dollars the motion picture industry is spending in its go-to-the-theatre drive when it recently sold a spot to Dallas' Varsity Theatre. Standing fast against the theatre manager's offer of a tradeout tie-in for Paderewski's full-length picture, *Moonlight Sonata*, using a spot just before RCA's *Magic Key* program Sunday, Sept. 25, on which the famous musician was to play, WFAA talked strictly business—and within a few minutes had sold the 25-word announcement!

RCA Mfg. Co. Camden has started to merchandise through RCA-Victor wholesalers and dealers a furniture polish, made to the same formula as that used in its cabinet factory, and plans to push the product through all retail outlets.

WSLI, IN JACKSON, TESTING PROGRAMS

NOW conducting program tests, the new WSLI, Jackson, Miss., 100 watts night and 250 day on 1420 kc., is ready for regular operation under the management of L. M. Sepaugh, formerly manager of KRMD, Shreveport, who has ownership interests in KVOL, Lafayette, La.; KPLC, Lake Charles, La. and KRRV, Sherman, Tex. Studios are located in the Robert Lee Hotel, finished with U. S. Gypsum Co. acoustical material. Transmitter house was built of superrock concrete with double wall construction.

The transmitter is RCA, with studio equipment comprising a WE speech console, two RCA turntables, RCA microphones and RCA remote amplifier. Radiator is a 175-foot Lehigh shunt-excited. Standard Radio transcription service and Transradio Press are to be used.

Mr. Sepaugh has announced that his staff will include Paul Goldman, program director, formerly with WJBO, Baton Rouge, La.; Gail Benson, chief engineer, formerly with WJDX, Jackson; Roy Pickett, chief announcer, formerly with KRRV, Sherman, Tex.; W. E. Wilkerson Jr., formerly with KTBS, Shreveport, and KPLC, Lake Charles; C. J. Wright, account executive, formerly owner of WFOR, Hattiesburg, Miss. The station will be licensed to Standard Life Insurance Co. of the South, of which George W. Covering is president. Jackson's other station, WJDX, a regional CBS outlet, is also licensed to an insurance company, the Lamar Life.

Royal List Completed

ROYAL TYPEWRITER Co., New York, has completed its list of stations for the participation and spot announcements campaign which started on Sept. 19 for 13 weeks. On WQXR, New York, six half-hour participations weekly are used on *Musical Memory* program, while six quarter-hour participations weekly are featured on the following programs: *Musical Roundup* on WNAC, Boston; *High School Reporter* on WMCA, New York; *Early Bird* on WHN, New York, and KYW, Philadelphia. The 18 stations which are using from one to six spot announcements weekly are WNAC WHN WCFL WGN WFIL KFI, KNX WBZ-WBZA WEEI WHK WGAR WTAM KDKA WCAE WJAS WOKO WGY KMBC.

Campeau Succeeds Ryan

J. E. (Ted) CAMPEAU, in charge of operations and staff of CKLW, Windsor-Detroit, has been promoted to general manager, replacing Frank Ryan, who resigned last month to become public relations counsel of Hudson's Bay Co. Mr. Campeau has been with CKLW since it was established, and before that was a publications representative in Michigan, Ohio and Indiana. He is a graduate of St. Michael's College, Toronto, and a law graduate of Osgoode Hall. He left a law practice 13 years ago to enter the advertising field. He is vice-president of the Windsor Advertising & Sales Club.

HELLO!..we are starting work now on our 1939 Year Book Number ... if you are a new firm ... if your corporate name, address or personnel have changed...or if you were inadvertently omitted from the 1938 Year Book directories, we'd like to hear from you so that proper questionnaires can be sent you.

Thank you,

BROADCASTING
Broadcast Advertising

FCC to Probe All Broadcast Phases

Duplication, Ownership Discs Indicated in Oct. 24 Agenda

(Continued from page 15)

casting, engineering aspects are not totally outside the scope of its study. For example, the ancient bugbear of duplication of network programs is definitely a part of the agenda. The committee states that its engineering department has made a preliminary survey of the problem of duplication. "At a given location, either in the primary or secondary service area of a particular network station, the same program may be received from several other stations," it declares. "The extent of instances of such duplication, the necessity thereof, and the advisability of regulation thereof, will be fully investigated."

Today there are no standards as to what does or does not constitute excessive duplication. Some are proposed in the new standards of engineering practice, which tie into the pending proposed new regulations now awaiting FCC action. But it is felt in some FCC quarters—and Commissioner Sykes has been the most vehement critic—that there is too much sameness of programs. He first began the crusade in 1928, and really has never let up on it.

Regional Duplication

The engineering department, under Assistant Chief Engineer Andrew D. Ring, has made a survey of network duplication. There does not appear to be any serious problem, according to testimony in past hearings, of widespread duplication in the primary service areas of network stations. But the overlapping of signals of the same network programs in secondary areas has been the center of controversy.

In the North Central area of Ohio, Indiana and Kentucky, and in the thickly populated Northeastern area, the complaint of overlapping appears to be most serious. Toward the West it becomes less pronounced and constitutes no problem at all beyond the Mississippi.

Since there are no standards, the question to be determined is whether listeners are entitled to a choice of stations broadcasting identical network problems. Then there is the question of whether two stations in the same city should broadcast the same programs (as occurs in certain instances), whether stations close to metropolitan areas should be on the same networks, and, in fact, the whole question of determining public policy on the right of listeners to have a multiplicity of identical program choices.

Should the Commission conclude there is excessive duplication, it is reasonable to expect it will lay down standards in terms of intensity of signals, which will preclude affiliation of stations with given networks when the overlapping signal exceeds the minimum requirements specified. And in those situations existing at the time which transgress the standards, it is presumed that type of operation would have to cease within a reasonable period.

Such a development would unquestionably be taken care of in special regulations to govern network broadcasting. It is hardly believed the Commission would undertake to pass upon actual affiliations of stations with networks, because these definitely would involve financial arrangements, and there would be an inevitable conflict bordering on rate regulation.

About 200 transcription companies, large and small, have been invited to the hearings by special letter, along with the three national network organizations (NBC, CBS and MBS) and 20 regional or state networks. In addition, all licensed stations have received notices. As was brought out in the Sept. 15 BROADCASTING, the committee has thrown open the hearings to the public, with all persons or organizations permitted to offer evidence. Appearances were requested by Oct. 5 in which all parties must submit an outline of the evidence they propose to offer.

The major networks as well as the regionals were requested to appear at the hearings and present evidence through qualified witnesses "covering their corporate and financial history, all phases of network operations, including relations with affiliates and with each other, with advertisers and advertising agencies and with telephone and telegraph companies, as well as facts as to their ownership and control". By "directing" networks to appear in this way, the committee departs from procedure in all other hearings it has ordered, under which such appearances have been more or less voluntary.

Management Contracts

Makers of electrical transcriptions and recordings likewise were requested in a formal letter to appear. They were asked to produce evidence "with respect to their relations with, and the extent to which they control or are controlled by (through stock ownership, contract, or otherwise), broadcast stations and networks". The committee also will investigate the quality of transcriptions both from the technical and program standard, since it "believes that the growth and the extent of use of this type of program is a matter not only of interest but of great importance in broadcasting today and should be given attention in its study of the industry".

The mooted lease and management contract situation, involved in several pending proceedings, was covered in a separate letter to station licensees who on the record have such arrangements. Network operation under lease or management contracts of a number of stations, as well as individual arrangements of that character, are encompassed in this special aspect of the inquiry. The committee said it planned to make "an exhaustive inquiry into the question of contracts, agreements and other arrangements with third parties affecting the management, operation, or control of broadcast stations". This phase, it said, "will explore the field of so-called 'lease' and 'management' c o n t r a c t s under which persons other than authorized licensees may exercise influence over station management, operation or control" and is "deemed most important". Licensees were directed in the special letter to supply the Commission by Sept. 30 with a complete verified statement on such arrangements, and during the hearings many of them "will be interrogated fully" said the Commission.

Procedure of Hearing

Regarding h e a r i n g procedure, the committee said:

"At the hearing, it is expected that there will be represented not only the networks, licensees individually or by organizations representing various groups, such as the network affiliates and the so-called independent stations which have no network affiliations, etc., and the transcription companies, but also many persons, organizations and groups having a special interest in the investigation because of the present and future importance of radio broadcasting. It will not, therefore, be possible to estimate how long the hearing will take until after all of the responses to the Notice of Hearing have been filed and analyzed. As soon as possible thereafter the order in which matters will be gone into and appearances called will be decided by the Committee. A further public statement concerning these procedural matters will be issued at that time."

Together with the list of network licensees requested to appear, the committee issued a paragraph-by-paragraph statement showing matters to be covered in the investigation [see page 15]. The magnitude of the inquiry was revealed in it, disclosing that practically every phase of broadcast operation against which there has been complaint or even trade conservation

(Continued on page 59)

NBC Hollywood Studios to be Ready Nov. 1 as Need for Space Increases

COMPLETION of the new NBC Hollywood studios in a classical modern design, is expected prior to Nov. 1, slightly behind schedule, but in time to accommodate the increased production load in the western division. This will mark the second leg in expansion plans of the two dominant networks to create major production units on the West Coast, and follows CBS occupancy of its new studios in that city by a half-year.

Don Lee Broadcasting System, Los Angeles, Pacific Coast outlet of Mutual, seeking new studios and headquarters, has completed its survey of the Hollywood sector. Announcement is expected momentarily that the organization will start building operations by the end of the year on a site between the new CBS and NBC headquarters, between El Centro and Argyle Aves., fronting on Sunset Blvd.

Thus the answer is already given to the general skepticism in national radio circles a year ago over the importance of Hollywood in the radio spectrum. It is already estimated that the program output of the networks for national release is more than doubled over that of last season, and new commitments are flowing westward steadily. If the present tempo of production assignment to Hollywood is maintained, it may be necessary for both NBC and CBS to make regular use of overflow facilities before the summer of 1939. It may also require the networks to build additions to their present new studios.

Each Studio a Unit

NBC's new studio and administration building on Sunset Blvd. & Vine St., Hollywood, has been designed according to the unit principle [BROADCASTING, Sept. 1]. Each studio is housed in a separate structure detached from the main building. The four major studios can handle a major program in production and also accommodate an audience of 350 persons each. Four auxiliary studios are being constructed for smaller program personnel, with spectators eliminated. NBC recently announced it will continue to use the present headquarters on Melrose Ave. after the new building is put in operation and in addition retain the two remote studios, El Capitan Theatre on Hollywood Blvd. and Studio G on Warner Bros. Sunset Blvd. lot. Studio G was built by NBC last year and has been in continuous use.

CBS moved in April to its new plant on Sunset Blvd., between Gower St. and El Centro Ave. in what is now known as Columbia Square. Since that time CBS has developed smooth production routine. Its building contains a large auditorium theatre with seating capacity of 1,000, in addition to six other studios, two of which accommodate 50 spectators each. CBS also retains use of its Music Box Theatre on Hollywood Blvd., and the CBS Playhouse on Vine St., with seating capacity of 1,000 and 1,050 respectively. Don Lee, besides using its own studios in downtown Los Angeles, also is forced to use outside accommodations for audience shows.

It is expected that by the time the Don Lee Broadcasting System building is ready early next year, there will be housing facilities erected adjacent to the three network structure for advertising agencies, artist bureaus, program builders and other concerns allied with broadcasting. Already buildings are being designed and tenants are reserving space for their organizations. It is thereby planned to have the Hollywood broadcasting and allied industries located in one centralized area.

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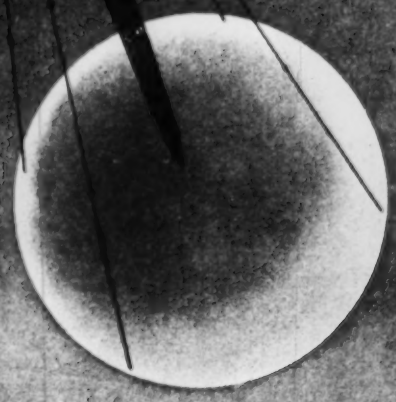

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WIS . . . . . *Columbia, S. C.*	KOIN . . . . *Portland, Ore.*	WFBL . . . . . *Syracuse*
KGKO . . . *Ft. Worth - Dallas*	WRVA . . . . *Richmond, Va.*	
KMBC . . . . . *Kansas City*	WHAM . . . *Rochester, N. Y.*	
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Under Scrutiny

THE FCC finally has shown its hand in the so-called "chain-monopoly" investigation. It takes little more than a glance at the notice of hearing to ascertain that "chain" and "monopoly" are rather empty words and that the investigation actually will be a penetrating inquisition of broadcasting as an industry.

That should have been obvious at the start. How is it possible to survey the status of the networks without inquiring into affiliated stations, which really *are* the networks? But the notice goes far beyond that. The whole field of transcription broadcasting is included. So are the fiscal relations of stations with networks, with advertisers, with their representatives, with agencies—and in fact every piece of the jigsaw that makes up broadcasting by the American plan.

There is no apparent hostility in any legitimate quarter over the investigation, and there shouldn't be at this stage. But the FCC's notice of hearing, and the accompanying data, go far beyond anything anyone apparently contemplated. That still doesn't mean that broadcasters, or any group in the industry, should kick over the traces. But it does mean they should make every preparation to protect their interests.

The unusual importance attached to transcriptions by the FCC Committee is noteworthy. Does it want to ascertain whether transcription growth has been stifled by the networks? Or, at this late date, does it intend to determine whether transcriptions are fit program material?

The FCC Committee has "requested" 194 transcription companies to appear and produce evidence. Transcription companies are not licensees of the FCC; there appears to be no legal basis for "commanding" their appearance, though it goes without saying that the front-line companies will be there. As a matter of fact, a substantial number of the companies listed as transcription producers are small operators, primarily on the Coast, and probably will not appear.

The investigation conceivably can result in changing the complexion of the network maps. The Committee proposes to go extensively into duplication of chain programs. While it is hard to believe it would assume responsibility of approving or disapproving network affiliations, it most certainly can prescribe standards of coverage to check duplication of program service.

Like all other hearings, there will be free-for-all aspects. Chairman McNinch has thrown the sessions wide open. There will be anti-radio groups attacking everything about commercial radio, as in the past. But broadcasters have become callous; they expect brick bats from the usual sources and by now they know how to duck.

The rate-regulation bugbear has been dispelled as well as could be expected in words. But in inquiring deeply into corporate stockholders among all station licensees, the Committee is apparently fishing for something else. It will have for the first time a full accounting of station ownership. It will be able to ascertain how much of the industry is controlled by newspapers, for contrary to the air of quiescence now, that is still a live subject. It will learn also about interlocking ownerships, and that smacks of an effort to ferret out any restraint of trade tendencies.

In these columns we have said before that no group in the industry should regard the investigation as a field day to troop out grievances against any element in radio. The proceeding is a serious one. It has often been said that radio is a medium for tremendous good or evil, depending on the manner in which it is operated. We feel the same way about this "chain-monopoly" inquiry. It will be good or bad depending upon the manner in which the Committee acquits itself and the seriousness with which all segments of the industry take it.

Hecklers' Hex

THERE must be something mystic about politicians who fight radio. Like his radio-baiting Texas colleague, W. D. McFarlane, New York's stormy legislator, John J. O'Connor, has gone down to defeat in the Democratic primaries. The fact that McFarlane had the President's blessing, while O'Connor was singled out for Presidential "purge", does not alter the result.

We do not imply that the anti-radio diatribes of these House members resulted in their defeat in the recent primaries. Radio did not lift a finger in opposition. There were other and more important issues in the case of the chairman of the House Rules Committee. And in the Texas campaign, so far as known, there wasn't even mention of McFarlane's repeated onslaughts against radio.

But one thing appears to be certain: Anti-radio crusades don't win votes. That listeners generally are satisfied with their broadcasting has been more than amply demonstrated. The rantings of politicians to do this or that with radio apparently fall on deaf ears as far as the voters are concerned, and those voters constitute radio's listeners.

Of course, Rep. O'Connor, nominated by the Republican party, may be that party's candidate in the November elections, despite his life-long Democracy. He also is expected to run as an independent, and may yet win. Rep. McFarlane, beaten in a runoff two months ago, is not expected to be a candidate.

It is well known that practically all of the anti-radio attacks in the House of the past few sessions have been inspired, if not conceived, by the same little clique outside of Congress. It would appear, in the light of the O'Connor and McFarlane fates, that other members of Congress will at least think twice before swallowing the same sort of pap at the next and future sessions.

The RADIO BOOK SHELF

UNDER the title Auditory Aids in the Class Room, the Committee on Scientific Aids to Learning, 41 E. 42d St., New York, has published a report designed to provide school administrators with cost figures on auditory aids to class rooms. Four methods are covered: Broadcasting through commercial stations; through an ultra-high frequency station owned by the school system; wire lines; recordings. Extensive data are provided in the appendix on the expense to be met in setting up a transmitter for use on the 41,000-42,000 kc. educational broadcast band.

The report was prepared by John V. L. Hogan, NAB engineering chairman, and R. M. Wilmotte, consulting engineer. Director of the Committee is Irvin Stewart, former FCC member.

CANADIAN Broadcasting Corp. has published a book *CBC Handbook for Announcers*, setting forth the standards of English used by its announcers. The book sells for 25 cents, and was prepared by W. H. Brodie, appointed last year as coach to announcers. The book deals with the correct methods of announcing under five general headings—articulation, pronunciation, how foreign words should be pronounced, proper names, musical terms. The preface is written by General Manager Gladstone Murray.

A REVISED bibliography of current radio references, giving titles, prices, publishers and publishers' addresses of books and pamphlets available covering all phases of radio, with particular emphasis on technical publications, has been compiled by Lawrence D. Batson, of the Electrical Division of the Department of Commerce, and is available from that agency in 61-page mimeograph form.

CORNELL-DUBILIER Electric Corp., South Plainfield, N. J., has published a 275-page book authored by Paul McKnight Deeley titled *Electrolytic Capacitors*. Included are detailed descriptions, photographs and charts illustrating the theory, construction, characteristics and application of all types of electrolytic capacitators.

We Pay Our Respects To —

HANS VON KALTENBORN

WAR CLOUDS gathering more and more thickly over Europe during the last few weeks have focussed the attention of the world on Czechoslovakia's Sudeten territory and on the capitals of Europe where statesmen in endless conferences plotted the paths that might lead to peace or to war.

Throughout America millions of families stayed up past their usual bedtimes night after night, listening to bulletins of last minute news flashed from London, Paris, Berlin, Prague, Warsaw, Moscow and Rome; listening to the voices of presidents, dictators and premiers telling the world their hopes and fears; listening to first-hand descriptions of events by famous foreign correspondents; listening to interpretations of the news by expert commentators who draw upon their intimate knowledge of European history to give their audiences a clear picture of each critical event and its significance and probable result.

In the front rank of these interpreters stands H. V. Kaltenborn, ace news analyst of CBS and dean of all radio commentators, who though of German descent has never once shown a disposition to be anything but factual, fair and objective—has practically never been accused of untoward partisanship by his vast and intensely loyal audience.

From six to ten times a day his clear, crisp, professorial voice has been going out over the network, perhaps in a trans-Atlantic interview with some front-page figure from whom Kaltenborn skillfully draws the essential facts of his view of the situation, perhaps in an analysis of a preceding speech or newscast, but in either event presenting a clearly defined and easily understood picture of what is happening.

Between broadcasts his tall somewhat rotund figure may be bent over a shortwave receiver as he listens to news from abroad, his command of four languages enabling him to digest what he hears and make his notes without aid of translators, or seated at a desk piled high with copy from the ever-clicking news service teletype machines.

Before the mike he is completely at ease, talking freely without a script and with only occasional reference to his handful of notes. His gestures, like his voice, are quick and crisp, not nervous but rather signs of a quick-acting mind which goes at once to the heart of the subject at hand with scarcely a pause for eliminating the nonessentials.

A born public speaker, who during his newspaper days spent almost as much time addressing audiences as he devoted to his writing, Kaltenborn was a natural for radio, and it is not surprising that he began his broadcast commentaries on current events, and at the same time gave radio one of its most popular types of programs, almost as soon as the beginnings of radio itself.

This was in 1922, when the *Brooklyn Eagle* decided that if its associate editor's lectures on current events could pack the paper's auditorium each week they could just as easily catch the interest of the vast audience of radio. This decision, although its logic has been more than justified by subsequent events, cost the *Eagle* its most enterprising employe, for once in radio Kaltenborn devoted more and more attention to this fascinating new medium of news purveyance and for more than ten years now he has been "editing the news" over CBS.

During this decade Kaltenborn has watched and aided in the development and perfection of radio's facilities for newsgathering, but he has never allowed himself to become entirely dependent on news collected by others. Spending several months of each year abroad, he has maintained his first-hand contacts with the names that make news. He has interviewed Mussolini, Chamberlain, Eden and Benes and was one of the first party of American journalists to be received by Hitler after the fuehrer's accent to head of the German government. His familiarity with these men and with the European scene gives him a great advantage in interpreting events such as those of the present.

His travels also produce occasional opportunities for news scoops which he is quick to grasp. Outstanding was his broadcast of a battle between the Spanish Loyalists and Rebels in the summer of 1936, when he crouched for nine hours in a bullet-pierced haystack between the two armies, waiting for word that the connections had been made across the Atlantic. When that word came, Kaltenborn described the conflict for the CBS audience, his remarks punctuated with artillery fire, the first time that active guns of war were ever heard by radio listeners at home. For this event he was awarded the Headliners Club gold plaque for the year's best foreign radio reporting.

Despite such adventuresome achievements as this and as the time in China when he escaped execution by a company of bandits by displaying his boyhood trick of balancing a straw on the end of his nose and so amazing his captors that they allowed him to go free, Kaltenborn is no romantic reporter of the movies. Just past 60, tall and with a tendency to putting on weight that is only partly overcome by his devotion to tennis, he appears to be a substantial, successful business man, not unlike his neighbors in Brooklyn, where he has lived for nearly 30 years.

The son of a former Hessian officer who came to America when Hesse was amalgamated with Prussia in an earlier "anschluss" than

(*Continued on page 48*)

Personal NOTES

J. REUBEN CLARK Jr., former U. S. Ambassador to Mexico, has been named president of the Radio Service Corp. of Utah, operating KSL, Salt Lake City, succeeding Bishop Sylvester Cannon. He is chairman of the executive committee of the Foreign Bondholders Protective Council Inc., a director of the Equitable Life Assurance Society and First Counsellor in the Presidency of the Mormon Church. Earl Glade continues as KSL managing director.

RICHARD C. PATTERSON Jr., former executive vice-president of NBC, now Assistant Secretary of Commerce, spoke over NBC-Blue Sept. 27 on the Government's monopoly inquiry.

THOMAS L. BROWN has been appointed manager of WHDL, Olean, N. Y., by President E. B. Fitzpatrick, succeeding Leonard L. Hofmann, resigned.

ALFRED J. McCOSKER, president of WOR, Newark and chairman of the board of MBS, on Sept. 22 celebrated his fifteenth anniversary in radio.

THOMAS A. STILES has been appointed assistant to Frank E. Mason, NBC vice-president, and will work in the International Division of NBC, directing Spanish programs to South America. Mr. Stiles, formerly with various oil companies in New York, is a graduate of Columbia University where he did post-graduate work in Spanish.

ROLAND FORD, formerly of CJOR, Vancouver, joined CKOV, Kelowna, as commercial manager, effective Oct. 1.

ANTHONY J. KOELKER, NBC farm editor for the last four years, has been named assistant agricultural director of NBC, according to an announcement Sept. 23 by Niles Trammel, NBC vice-president, Chicago. Koelker's new duties under William E. Drips, NBC director of agriculture, start immediately.

FRED HORWITZ, account executive of KDYL, Salt Lake City, and Al Priddy, announcer, are fathers of girls born recently.

HENRY HOWARD Jr., graduate of the Yale Law School, has joined the legal department of NBC as junior attorney in the New York division.

HAMMONDS CHAFFETZ, former special assistant to the Attorney General, and Edward Wheeler, son of Senator Wheeler, of Montana, have joined the Washington office of the law firm of Kirkland, Fleming, Green, Martin & Ellis, of which Louis G. Caldwell is resident partner. Mr. Chaffetz, who becomes associate resident partner, handled the Department of Justice anti-trust case against the oil companies in Madison, Wis., and will engage in general practice. Mr. Wheeler, who was graduated from Harvard Law School this year, also will engage in general practice.

JACK KEMP joined the commercial department of CJRC, Winnipeg, Sept. 15. He had been with CHWC and CKCK, Regina, and recently CKSO, Sudbury, Ont.

CARL ARGABRITE, formerly of KWTN, Watertown, S. D., has joined the sales staff of KIUP, Durango, Col.

EDGAR L. HAYEK president of KATE, Albert Lea, Minn., and Mayor of the city is recuperating from an operation at the Kahler Hotel in Rochester, Minn.

DON ROBBINS, formerly San Francisco sales manager for the McClatchy stations and representative of the California Radio System, has joined KYA, San Francisco, as account executive.

S. S. FOX, president and manager of KDYL, Salt Lake City, entertained Don E. Gilman, NBC vice-president, and the KDYL staff at a dinner party in the Lafayette Room of the Hotel Utah Sept. 13, celebrating the opening of the new 5,000-watt transmitter.

EDWARD ROBINSON, formerly of WJTN, Jamestown, N. Y., has joined the sales staff of WSYR, Syracuse.

V. HAMILTON-WEIR, manager of WLEU, Erie, Pa., addressed the Erie Kiwanis Club Sept. 20 on "Rambling in Radio Broadcasting", an account of the development of the industry from its start to its latest development, television.

AMOS BARON, having resigned as KEHE, Los Angeles, account executive, has joined KFI-KECA, that city.

FRANK M. McKELLAR, former magazine publisher and past president of Los Angeles Advertising Club, has been appointed account executive of Don Lee Broadcasting System.

OSBORNE B. BOND, for the last four years director of media operations for Joseph Katz Co., Baltimore, will return to New York after Oct. 1 as business manager of *Elks Magazine*.

DAVID SARNOFF, president of RCA and chairman of NBC, returned Sept. 21 on the *Ile de France* from a European trip.

BEHIND the MIKE

MAURICE BARRETT has been made production chief at WHN, New York, to succeed Gene Ford, who will handle stage productions for Loew's Theatres in Washington and Baltimore. Mr. Barrett has directed Broadway plays and acted in motion pictures. Recently he played in *The Rise of the Goldbergs* for radio, and was with NBC and CBS.

OTTO WEBER, formerly with the UP Des Moines bureau, has joined the news staff of WHO, Des Moines, replacing Adolph Schneider, who has joined the NBC special events department in New York.

KEVIN SWEENEY, formerly Los Angeles representative of Reynolds-Carver, New York public relations concern, has joined the CBS Hollywood sales promotion department as writer.

GEORGE CALLISON, announcer of WJTN, Jamestown, N. Y. has taken over the station's *Timekeeper* program, replacing Jan Costley, who recently joined WSYR, Syracuse. Gordon Gray, formerly of WSYR, has joined the WJTN production department.

JACK NEGLEY, announcer of WINS, New York, has gone to Delaware Water Gap for two weeks to make a movie short for Warner Brothers with Floyd Gibbons.

J. B. CLARK, sports announcer of WPTF, Raleigh, is writing a football page to be featured weekly during the grid season in the *North Carolina State Magazine*.

JAMES F. McHUGH Jr., office manager of Music Corp. of America, Beverly Hills, Cal. talent agency, and Edna June Cantor, daughter of Eddie Cantor, comedian, were married Sept. 17.

JANE WOODHOUSE, Bennington College graduate credited with having staged the first television production of BBC, has joined WORL, Boston, to take over Elizabeth Hart's *Woman of Tomorrow* program. Miss Hart left WORL recently to join NBC in Chicago.

JOE GOTTLIEB, assistant program director of WCAU, Philadelphia, is to be married Oct. 9.

WARREN MEAD, announcer of WTMJ, Milwaukee, on Sept. 8 married Maryalice Riley.

TOM McMAHON, football reporter, has signed to announce Syracuse University grid contests on WSYR, Syracuse, while Fred R. Ripley again will handle the commercials and commentaries during the '38 season.

CECIAL HUBBARD, announcer with KTUL, Tulsa, recently married Dorothy McCune, radio script writer. Mrs. Max Sandler, nee Vivian Stern, has returned from her honeymoon and resumed as traffic head of KTUL.

ROBERT R. ALEXANDER, formerly a comic strip artist in California, has joined the continuity department of KTUL, Tulsa, Okla.

MYRON DRAKE, recent graduate of the University of Iowa, has joined KTAR, Phoenix, Ariz.

BOB POOLE, formerly of WBIG, Greensboro, N. C., has joined WNEW, New York.

HELEN SHORT, secretary to Philip G. Lasky, manager of KSFO, San Francisco, recently married Willard Hancock of Oakland.

LAYMAN CAMERON, formerly of WXYZ, Detroit, has joined KWK, St. Louis.

ST. LOUIS RADIO executives from all seven of its stations go on the air for a roundtable discussion of the industry in a half-hour program on KMOX. Representatives of every commercial station in the metropolitan area responded to the invitation of KMOX General Manager Merle S. Jones and Public Affairs Director Jerry Hoekstra. In the photo are (l to r, seated): Bart Slattery, WIL; Walter W. Head, president of the General American Life Insurance Co., and chairman of the discussion; Merle S. Jones, KMOX; George Burbach, KSD. Standing (l to r): John C. Roberts Jr., KXOK; A. S. Foster, WEW; Robert Convey, KWK; William West, WTMV. The history of radio in St. Louis, its present status as a local industry and its plans for the future were outlined in the informal program, believed the first of its kind in the Midwest.

JACK O'MARA, graduate of the University of Missouri School of Journalism, has joined the sales staff of KVOE, Santa Ana, Cal., along with Fred Briggs, formerly of KGMB and KGU, Honolulu.

HERBERT FLAIG, special events director of WLW-WSAI, Cincinnati, is to marry Florence Gebhardt Oct. 1.

BILL WARNER, formerly of KSOO, Sioux Falls, S. D., has joined KMA, Shenandoah.

AUDREY MAYS, formerly of J. Walter Thompson Co., Hollywood, is now on the staff of KWKH-KTBS, Shreveport, La., as writer-announcer.

BILL LEYDEN, announcer of WCFL, Chicago, married Miss Virginia Isacson on Aug. 28.

BEVERLY GAY, former radio writer and instructor in speech at Wisconsin U., has joined the continuity staff of WJJD, Chicago.

JANET HUNT has joined the special events staff of WAAT, Jersey City.

HOWARD BARLOW recently signed a three-year renewal contract with CBS that will continue him as the leading CBS symphony conductor until Oct. 10, 1941.

SAM SCHIFF, with CBS as service supervisor for eight and a half years, on Sept. 26 joined Kated Enterprises Inc., New York, radio productions, as vice-president.

JOHN FOLSUM has been appointed head of the recently established news department of WJNO, West Palm Beach, Fla., and will be responsible for collecting local news for the station, which receives its national news from its 18-hour UP wire service.

EARL GODWIN, president of the White House Correspondents Assn. and news commentator on WMAL, Washington, on Sept. 26 began a series of five-weekly news commentaries carried throughout the Southeast and South Central states as part of NBC's new *Farm Service*.

KEN FROGLEY, at one time radio editor of both the *Los Angeles Daily* and *Evening News*, and now sports editor of the *Daily*, has started a weekly quarter-hour program, *Hot Stove League*, on KFI, Los Angeles.

GORDON LOUDON has joined KALB, Alexandria, La., succeeding Jack Elbert, who recently returned to Louisiana State University.

Knows His Stations

MEL KAMPE, youngest announcer on the staff of WIL, St. Louis, claims the unusual ability of stating from memory the call letters and location of every longwave broadcasting station in the United States. Only other person in radio who can do this it is believed, stating the call if you mention the city or the city if you mention the call, is Andrew D. Ring, assistant chief engineer of the FCC in charge of broadcasting. Kampe formerly handled the *Strange Facts* feature on WEW and was sound effects engineer on KMOX.

ALLAN WILSON, radio writer and producer who recently resigned as manager of Conquest Alliance Co.'s domestic program division, has joined Viking Radio Productions as general manager. Company has moved its offices to 11 W. 42d St., New York.

JACK HURT, veteran announcer at KTAT, KTSA, KGKO and other Texas stations, has taken over the Texas State Network's *Sport News* program nightly keyed to the net from KFJZ, Fort Worth.

MARGUERITE HOOD, formerly on the faculty of Montana State University, and Nick Marianna, graduate of the University's school of journalism, have joined KGVO, Missoula.

JAY FARAGHAN has resigned from WIBG, Glenside, Pa., to join WIBM, Lansing, Mich. Bob Knox has taken over the WIBG *Musical Clock* program, formerly directed by Mr. Faraghan.

WM. J. CODDING, formerly of KWTN, Watertown, S. D., has joined KIUP, Durango, Col. along with Paul Stevenson new to radio.

EMMERSON RUSSELL, manager of the Champaign studios of WDZ, Tuscola, Ill., has joined the main Tuscola studios as program director, succeeding George Losey, who has joined WLS, Chicago. Bill Spencer, formerly announcer with WDZ, has joined WIBC, Indianapolis, and Herman Foster, engineer, has joined WLBC, Muncie.

DAVE TANZMAN and Wilfred Perez, both of WOV-WBIL, New York, have been promoted from traffic to program department and in charge of the traffic department, respectively.

KENNETH MILLER has resigned from the announcing staff of WIP, Philadelphia, to become assistant educational secretary of the Philadelphia Health Council. Tom Dane succeeds him at WIP.

LEO TRAINOR has been appointed chief announcer of CKOV, Kelowna, Ont., coming from CFCN, Calgary. Before that he had been with CJOR and CKMO, Vancouver.

KEN DOLAN, partner in the firm of Dolan & Doane, Hollywood radio talent agency, and Shirley Ross, radio and film actress, were married in Las Vegas, Nev., on Sept. 17.

DAVE DAVIDSON, New York, has joined the station relations and sales promotion department of Radio Transcription Co. of America, Hollywood, specializing in merchandising.

CARLOS W. HUNTINGTON, former California State registrar of contractors and director of the department of vocational and professional standards, recently was named public relations director in charge of special events of KYA, San Francisco.

WALTER GUILD, of KSFO, San Francisco, is the father of a girl born recently.

EMANUEL DEMBY, formerly with the Biow Co., Phillips H. Lord and the Winer Co., New York, on Sept. 19 joined WMCA, New York, as editor of the *High School Reporter*, Saturday program under the direction of Harold Janis, WMCA sports director.

JAY HANNA, radio director since 1930 and stage and screen actor, on Sept. 19, joined the staff of Phillips H. Lord. He will work with Mr. Lord on the *Seth Parker* and *Gang Busters* shows.

ROBERT DWAN, formerly night program supervisor of NBC, San Francisco, recently was transferred to the production department. Jerry McGee, formerly assistant night program supervisor, is now supervisor of sound effects.

NORRIS WEST, assistant program director of WCAU, Philadelphia, has been put in charge of all WCAU educational programs.

ANNE HENRY, secretary to Earl H. Gammons, manager of WCCO, Minneapolis, will marry Theodore J. Jaglo Oct. 8.

CLETE ROBERTS, chief announcer and news editor of KGER, Long Beach, Cal., is the father of a girl, born Sept. 6 in Seattle.

JAMES GIES, new to radio, has joined the publicity department of WNAX, Yankton, S. D.

BOB GILLESPIE has joined WATR, Waterbury, Conn., as a sponsored Hollywood news commentator. Charles Cutler, public relations head of WATR, Waterbury, Conn., is writing a radio column for the *Waterbury Democrat*.

DICK RAND, of KALE, Portland, Ore., is the father of a boy born Sept. 17.

JOHN RYDER, of the CBS Hollywood tours department, discussed "Radio and Its Part in Modern Life", before the Riverside (Cal.) Kiwanis Club Sept. 24.

JUAN VALENCIA, staff musician of WAAW, Omaha, married Doris Hadden Sept. 19.

GARY BRECKNER, CBS Hollywood special events announcer, was guest speaker at the Kiwanis Club, Torrance, Cal., Sept. 26. His subject was "Behind the Scenes at Columbia Square".

RAY CLARK, of WNAX, Yankton, S. D., recently married Eleanor Frank, of the WNAX musical department.

Detroit Business Gets "GO" Signal-

Speed Your Sales Program with WWJ

Shopping Scene Downtown Detroit, Monday, Sept. 12, 1938

Business in Detroit Gains on All Fronts

Detroit business and industrial activity, as August fades into September, is moving into higher ground, according to authoritative indexes.

The automotive industry is starting large-scale production of 1939 cars.

highest levels so

Plants Speed 1939 Models

Re-Tooling Units Spend 60 Million

Motor car manufacturers have spent $60,000,000 in re-tooling plant for 1939 model production, Ward Automotive Reports said today. Ca ing men back to work has started earnest, the report says, and continue until the end of Septe most plants will be fully production.

Knudsen Predicts Production Gains

NEW YORK, Sept. 10.—(AP)—William S. Knudsen, president of General Motors Corp., predicted today that automobile production for 1939 would show an increase of 25 to 30 per cent over 1938.

Knudsen, sailing for a five-week tour of his company's European plants, based his prediction "on the fact that new and used car stocks are so low."

Never before has there been such a severe drop as the 50 per cent decrease in production this compared with 1937. Co I am convinced we ar back."

Knudsen said the ly a possibility" would be lower

ONCE AGAIN the eyes of the world are on Detroit. The new, 1939 automobiles are rolling off production lines; being rushed to dealers' showrooms throughout Detroit and the nation. The importance of this increasing activity in Detroit can best be measured by the fact that the automotive industry, from the year 1900 through 1937 paid out EIGHTY-FOUR BILLION DOLLARS in wages and salaries!

WWJ offers radio advertisers a direct avenue of approach to Detroit's buying-power homes. Its eighteen-year-old heritage of fine programs and unceasing effort to build listener interest have given WWJ a standing in Detroit not equalled by any other station. In fact, a recent coincidental survey showed that *73.4% of ALL Detroit's radio listeners were tuned to WWJ!* Speed your sales program in Detroit now—with WWJ, the HOME radio station.

WWJ

National Representatives

George P. Hollingbery Company

New York : Chicago : Detroit : Kansas City
San Francisco : Atlanta

Established Aug. 20, 1920
Basic Red Network Station

GORDON JENKINS, formerly arranger for Andre Kostelanetz, has been added to the CBS Hollywood musical staff as conductor and arranger.

TRAV CABANISS, formerly of KTAT, Fort Worth, has returned to KRMD, Shreveport, La., as program director. Harold Sparks of Oklahoma City, is handling football broadcasts for KRMD this season.

PAUL GOLDMAN formerly of WJBO, Baton Rouge and KRMD, Shreveport, has joined WSLI, Jackson, Miss.

LYALL BARNETT and Walter Melson, formerly of KRMD, Shreveport, have joined KPLC, Lake Charles, La.

BOB EASLEY, of KRMD, Shreveport, has been appointed assistant to Manager Glenn Wilson.

LUCILLE D. ROSS, secretary and a director of American Radio Features, Los Angeles program building concern, has resigned.

BOB HAMILTON, heard on radio for the last 12 years, most recently over KFI, Los Angeles, has been appointed staff organist for WHN, New York, to play the new Hammond organ.

ALLEN McKEE, formerly of WMT, Cedar Rapids, Ia., who recently joined KGFJ, Los Angeles, as account executive, has taken on additional duties as announcer.

BOB POOLE, formerly announcer for WBIG, Greensboro, N. C., has joined the announcing staff of WNEW, New York.

SAMUEL WEISBORD, in the vaudeville and radio department of William Morris Agency (radio-theatricals) New York, will transfer to the West Coast office in October. Lou Wolfson takes over his duties.

VAUGHAN BRADSHAW has been assigned exclusively to production of the Gills Hotel's *Radio Luncheon Club* programs on WTAR, Norfolk. Irene Flemming, woman's commentator on WTAR, Norfolk, Va., m.c. a recent fashion show at the Colony Theatre in Portsmouth.

BOB KNOX, recently of WCAU, Philadelphia, has returned to WIBG, Glenside, Pa.

HECTOR CHEVIGNY, Hollywood writer, has been assigned to write the weekly CBS Pacific network program, *White Fires*, replacing John Slott.

CHARLES COOPER, formerly of KRE, Berkeley, has joined KSAN, San Francisco as announcer-operator.

THOMAS CONRAD SAWYER, Hollywood commentator, and Mary Kirby, known as Sandra Bruce on WCOP, Boston, were married in Hollywood Sept. 16.

EDDIE HOUSTON, program and musical director of CJRC, Winnipeg, recently married Bettie Smith in Toronto.

Hamblen's Strategy

STUART HAMBLEN, Los Angeles radio hillbilly candidate for Congress, will adopt western tactics in an attempt to rope his constituents. He has rented the Pasadena (Cal.) Rose Bowl for Oct. 15 and will stage a rodeo. Hamblen is entering the various contests with his hillbilly buddies and Texas pals. He is signed for the roping, fancy riding, bucking, bulldogging and pistol shooting contests. Hamblen is conductor of the seven-weekly *Lucky Stars* program sponsored by Star Outfitting Co. on KEHE, Los Angeles. He also has a thrice-weekly quarter-hour broadcast, *King Cowboy Revue*, on KFI, that city, under sponsorship of O. H. Tablet Co.

Drawn for BROADCASTING by Sid Hix

"Now Tell Us, Mr. Gallagher—What Do You Do for a Living?"

R. J. Barrett Jr.

ROSCOE J. BARRETT, Jr., 34, Chicago manager of WOR, Newark, died in Chicago Sept. 14 from complications resulting from a mastoid operation. Mr. Barrett joined WOR Feb. 1, 1937, and since then had been in charge of sales and operations in the Midwest. Formerly he had been with NBC in Chicago and for three years was a radio time buyer with Blackett-Sample-Hummert prior to his association with WOR. Mr. Barrett is survived by his wife and three daughters.

Mr. Barrett

KGER Staff Changes

REMODELING of the KGER, Long Beach, Cal., studios and addition of new executives offices, along with personnel changes have been announced by C. Merwin Dobyns, president and general manager. Don Alderman, formerly account executive of KFOX, Long Beach, has been made sales manager of KGER, with Iola Josephson as assistant. Les Mawhiney, production manager, has been elevated to studio manager in charge of all production and broadcasting activities. Paul (Curtis) Masterson, announcer, has been made his assistant. John A. Dobyns and T. P. Turner continue as commercial manager and business manager, respectively. Helene Smith is program director, with Victor Eckland, assistant. Fred Henry is in charge of the Los Angeles studio production activities. Lee Wynne has been transferred from publicity to sales. Gerald Allen, new to radio, has also been added to the Los Angeles sales division as account executive.

Travers Adds Sales

WITH THE resignation of Charles W. Phelan, as director of sales of WNAC and the Yankee Network, effective Dec. 31, Linus Travers, recently elected vice-president of Yankee Network, will take over direction of sales activities, according to John Shepard 3d, Yankee Network president. Mr. Travers will continue in charge of production. Mr. Phelan has not announced his future plans.

H. V. Kaltenborn

(Continued from page 45)

those of Hitler, Hans Von Kaltenborn was born in Milwaukee on July 9, 1878. When he was nine, the family moved to Merrill, Wis., and here at the age of 14 he began his newspaper career as reporter for the *Merrill News*. At 19 he ran away from home to enlist for the Spanish-American War, during which he augmented his army pay by serving as correspondent for the *Milwaukee Journal*, the *Merrill Advocate* and the *Lincoln County Anzeiger*, probably the only writer to cover the war in two languages. Following the war he worked his way to Europe on a cattle boat and remained there several years while learning to speak excellent French by attempting to sell stereoscopes to Frenchmen.

Back in America, he got his first job with the *Brooklyn Eagle*, but soon realized his need for more education, so he matriculated at Harvard, making most of his expenses by corresponding for several newspapers. Graduated with honors, having first won two prizes in oratory and a Phi Beta Kappa key, young Kaltenborn spent a year tutoring Vincent Astor for his entrance exams, and then returned to newspaper work and the *Eagle*.

In 1910 he married Baroness Olga von Nordenflycht, whom he met on shipboard, continuing a family custom for ship romances started by his parents and later copied by his daughter and her husband. His second child, Rolf, followed his father through Harvard into radio and is now employed as a production man at CBS, where each day during the last few weeks he has rehearsed programs for broadcasting only to have them canceled to make way for one of his father's special periods of comment on foreign affairs.

Kaltenborn is the author of several books and contributing editor of the *Commentator Magazine*. He is a member of the Harvard Clubs of New York and Long Island, Shanghai Tiffin Club, Brooklyn Institute of Arts and Sciences, Russian-American Institute, Foreign Policy Association and the Dutch Treat Club.—B. R.

AWARD TO BE GIVEN TO HYLA KICZALES

ITALY'S highest cultural award, the plaque of the Societa' Nazionale Dante Alighieri will be presented to Hyla Kiczales, general manager of WOV and WBIL, New York stations, on Oct. 12 in the name of the Italian Government.

Miss Kiczales, one of the top women executives of radio, will be the first non-Italian American to receive the award. One had been offered to Arthur Brisbane, journalist, but he died before the scheduled presentation. Several prominent New York Italians also have received it.

The award is for artistic and cultural achievements and has no political significance. The presentation, to occur on Columbus Day, Oct. 12, probably will be made by the Italian Consul General in New York. Italo-American celebrities, including Mayor LaGuardia of New York, are expected to attend the ceremony, which will be broadcast over WOV.

Remo Fioroni, executive secretary of the Society, advised Miss Kiczales Sept. 20 of her selection for the award. He said it was being made "in appreciation of the interest shown by you and your staff of Station WOV in the cultural and educational work of this Institution, and in recognition of your valuable cooperation to acquaint Americans in the language, art and music of Italy." Because of this, the letter added, the President General of the Societa' "has bestowed on you the 'Diploma di benemerenza.'"

Many Personnel Shifts Are Effected by KWBG

BOB KENT, newly appointed manager of KWBG, Hutchinson, Kan., has announced a complete reorganization of the staff, along with several personnel changes. Delia Anne Ragland, formerly of WLS, Chicago, and KOY, Phoenix, has been promoted to the traffic department and put in charge of all women's programs; Jimmy Giddings, formerly of KCKN, Kansas City, to chief announcer, and Olin Benjamin, former announcer, to sales and special events.

Additions to the KWBG staff include Hal Norman, formerly of WIRE, Indianapolis; KFH, Wichita; KIUL, Garden City; KVSO, Ardmore, Okla., and KCKN, Kansas City, announcer; Karl Schroeder, formerly of KFH and KANS, Wichita, continuity, and J. R. D. Ghormley, sales.

Wonders Heads Agency

RALPH WONDERS, formerly head of Rockwell-O'Keefe, radio department in New York, was scheduled to become general manager of the talent agency Sept. 30, with headquarters in Hollywood. Mike Nidorf, vice-president of the agency, who supervised the West Coast radio, is now in New York, and will continue there in charge of bands. Wonders at one time headed the Columbia Artist Service in New York.

TRANSLATIONS of Daylight Saving to Standard Time in large cities are provided in a "time card" distributed by NBC for use with a slotted holder passed out earlier this year.

Scope of Hearings

(Continued from page 15)

work, commercial purposes over affiliated stations and the number of hours of network sustaining programs actually used by affiliates;

Rights of network and affiliates in event affiliate desires to substitute a local program for a network program.

History and development of agreements, contracts, or other arrangements between networks and advertisers, or other program sponsors, particularly and in detail agreements, contracts, or other arrangements with persons or organizations acting as agencies for the placing of broadcast advertising or the sale of time over the network;

History and development of policies with reference to the development of program talent and facilities of network organization devoted to that purpose;

Explanation and details of the organization, function, policies and practices of any agency directly or indirectly controlled by the network organization which retains and procures talent for the purposes of selling such talent to the sponsors of commercial radio programs;

The nature of the service rendered by each station licensed to the network, particularly with respect to the amount of program origination for network purposes at such stations and with respect to the nature of the local service rendered by such stations;

Name of any national advertising agency, user, or national representative of a station whose officers, directors, stockholders or proprietors hold any securities of the network organization, and the exact extent of such holdings;

Name of any national advertising agency, user, or national representative of a station, the securities of which are held by the network, its officers, directors, or proprietors;

Any relationship that may exist between the network and any national advertising agency, user, or national representative of a station through officers, directors, proprietors, employees, or security holders in common, and the exact nature and extent of such relationship;

Extent of program duplication in the primary and secondary service areas of stations carrying the network programs, particularly the percentage of population in the primary service area of each network station which may receive a network program as primary service from such station and from other network stations, the percentage of secondary service area of each network station which receives a network program as secondary service from such station and from other network stations, the number and extent of such duplications and amount of duplication required for adequate service on chain programs. The primary and secondary service areas shall be considered as defined in the Commission's proposed Rules and Regulations governing standard broadcast stations and Standards of Good Engineering Practices concerning the same.

LEHN & FINK PRODUCTS Co., New York (Hinds Cream), is preparing a show for Canadian stations. McConnell-Eastman Ltd., Toronto, is handling the account.

6,000 Days on Air

KFI, Los Angeles, on Sept. 21 celebrated its 6,000th day of broadcasting. Station, owned and operated by Earl C. Anthony, started operation in 1922 as a 50 watter. Now located in its own two-story building, the station operates on 50,000 watts. Harrison Holliway, general manager, figured the station has been in operation 430,-200,000 seconds. Celebration was marked throughout the day by short announcements of the station's broadcasting record.

Jadwiga Places on 4

JADWIGA REMEDIES, Brooklyn (Flemex cough remedy), on Oct. 10, will start 6 spot announcements weekly for 52 weeks on WHN, New York, WMCA, New York, WINS, New York, and WAAT, Jersey City. Klinger Adv. Agency, New York, handles the advertising.

Albers Dog Food

ALBERS BROS. MILLING Co., Seattle (Friskies Dog Food) on September 27 started its third successive season on the air on behalf of dog food, using nine stations on the Pacific Coast for a twice weekly transcribed serial *Jimmy & Gyp —On the Invisible Trails.* Stations are KFRC KHJ KALE KOL KGA KIT KPQ KORE CKWX. The agency is Erwin, Wasey & Co., San Francisco.

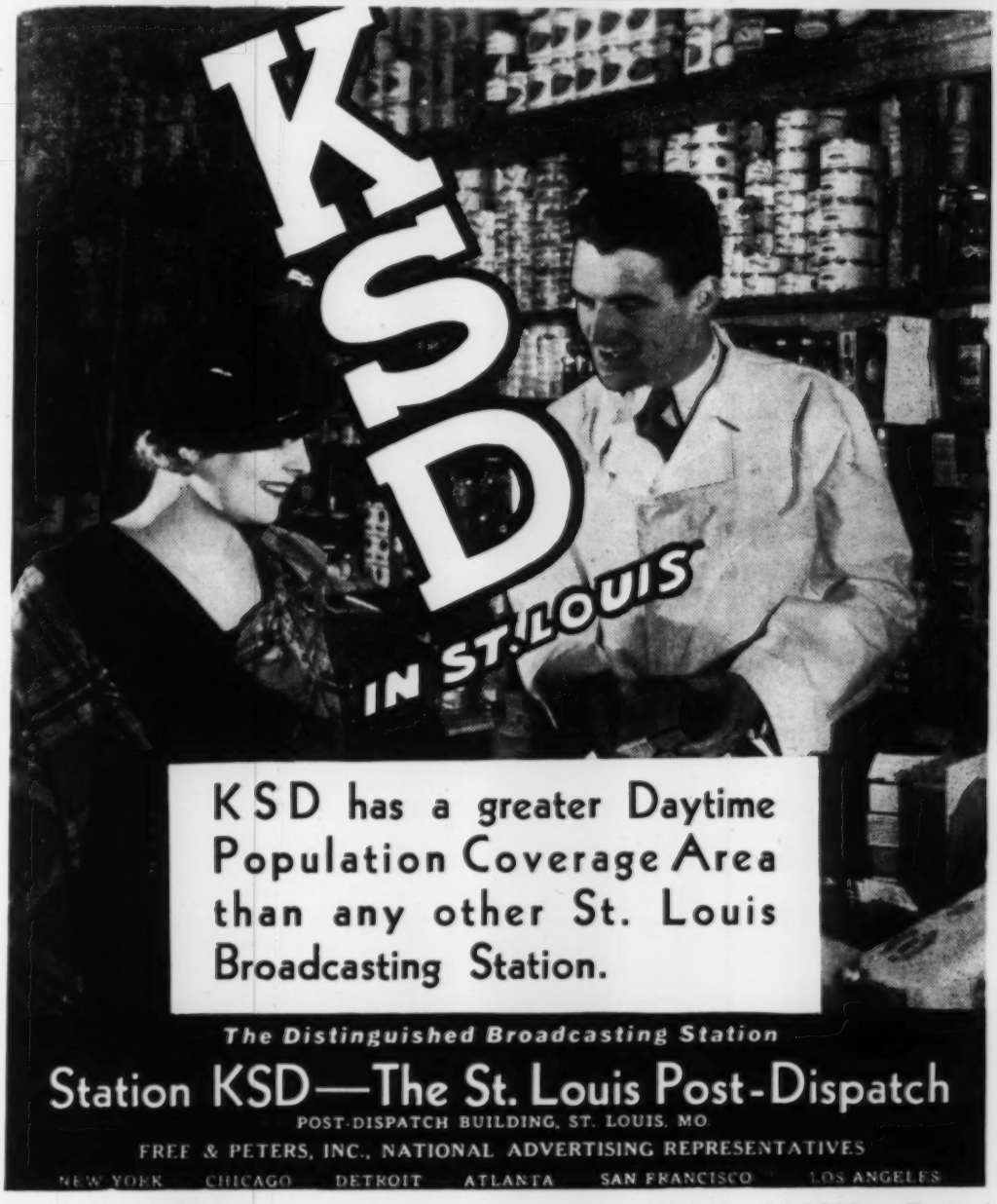
Kellogg Spot on 13

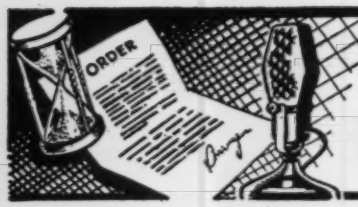
KELLOGG Co., Battle Creek (All-Bran), is using three participations weekly in women's programs over 13 stations, as follows: WGN WJR KFI KDKA WGY KMOX KMBC WNAC WHO KSTP KOIL WSAI WOR. Kenyon & Eckhardt, New York, has the account.

ROBIN HOOD FLOUR MILLS, Montreal, has bought from Grow & Pitcher Broadcasting Agencies, Toronto, a transcription show for use over five British Columbia and three Alberta stations. F. W. Fisher & Co., Montreal, placed the account.

Electrical Test

ELECTRICAL Appliance Society of Northern California was scheduled to start a test campaign Oct. 1 on KQW, San Jose on behalf of electric ironing machines. Hundred word spot announcements are to be used during the campaign, which also calls for newspaper copy. Account was placed through Jean Scott Frickelton, San Francisco.


KSD
IN ST. LOUIS
KSD has a greater Daytime Population Coverage Area than any other St. Louis Broadcasting Station.
The Distinguished Broadcasting Station
Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WLS, Chicago

Hirsch Clothing Co., Chicago, 13 weekly *sp*, thru Heineman Agency, Chicago.
Murphy Products Co., Burlington, Wis., weekly *sp*, starting Oct. 8, thru Presba, Fellers & Presba, Chicago.
Campbell Cereal Co., Minneapolis, 3 *t* weekly, 23 weeks, thru H. W. Kastor & Sons, Chicago.
Pinex Co., Fort Wayne, 5 *sp* weekly, weekly *sp*, thru Russell M. Seeds Co., Chicago.
Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), 6 *sp* weekly, 26 weeks, thru Rogers & Smith Adv. Agency, Chicago.
Keystone Steel & Wire Co., Peoria, Ill. (wire products), 52 weekly *sp*, thru Mace Adv. Agency, Peoria.
Foley & Co., Chicago (Honey & Tar compound), 6 *sp* weekly, thru Lauesen & Salomon, Chicago.
Olson Rug Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
G. E. Conkey Co., Cleveland (poultry feeds & remedies), 6 *sa* weekly, 52 weeks, thru Rogers & Smith Adv. Agency, Chicago.

WOAI, San Antonio

Standard Brands, New York (Royal baking powder), 5 *t* weekly, thru McCann-Erickson, N. Y.
Penick & Ford, New York (My-T-Fine), 5 *t* weekly, thru BBDO, N. Y.
Quaker Oats Co., Chicago, 5 *t* weekly, thru Fletcher & Ellis, N. Y.
Sears Roebuck & Co., Chicago, 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.

KFRU, Columbia, Mo.

Sendol Co., Kansas City, *sa* and *sp* series, thru Hogan Adv. Co., Kansas City.
National Oats Co., Cedar Rapids (Corno feed), 26 *sa*, thru Beecher Adv. Co., St. Louis.

KBTM, Jonesboro, Ark.

Central Breweries, St. Louis, 6 *sp* weekly, thru Beecher Adv. Co., St. Louis.
National Oats Co., Cedar Rapids (Corno feed), 6 *sa* weekly, thru Beecher Adv. Co., St. Louis.

WEAN, Providence

Baker Extract Co., Springfield, Mass. (flavoring extracts), 1 *sp* weekly, thru Wm. B. Remington, Inc., Springfield, Mass.
Colt Shoe Co., Boston, 5 *sa* weekly, thru Broadcast Adv., Boston.

WOL, Washington

Maryland Pharmaceutical Co., Baltimore (Rem), 5 Sunday *sa*, thru Joseph Katz Co., Baltimore.
Tru-Blu Beer Corp., Washington (distributor), 10 pro football games, direct.

WQXR, New York

Coty Inc., New York (cosmetics), 100-word *sa* weekly, 13 weeks, thru Brown & Tarcher, N. Y.

WGY, Schenectady

Carleton & Hovey, Lowell, Mass. (Father Johns), daily *sp*, thru John W. Queen, Boston.
Knox Gelatine Co., Johnstown, N. Y., 2 *sa* weekly, thru Kenyon & Eckhardt, N. Y.
Mantle Lamp Co., Chicago, weekly *t*, thru Presba, Fellers & Presba, Chicago.
Oneida Ltd., Oneida, N. Y. (silverware), 2 *sa* weekly, thru BBDO, N. Y.
Rit Products Co., Chicago (dyes), *ta* series, thru Earl Ludgin, Chicago.
Riverbank Canning Co., New York (Madonna tomato paste), 2 *sa* weekly, thru Sternfield-Godley, N.Y.

WMCA, New York

Kemp & Lane, New York (Orangine headache powders), 26 *sa*, 5 weekly thru Hughes, Wolff & Co., Rochester.
Peter Paul, Naugatuck, Conn. (Mounds), 2 *sp* weekly, 14 weeks, thru Platt-Forbes, N. Y.
Man-O-War Pub. Co., New York (turf publications), *sp* weekly, 52 weeks, thru Metropolitan Adv. Co., N. Y.

KFI, Los Angeles

Lyons Van & Storage Co., Los Angeles (furniture, moving & storage), 2 *sa* weekly, thru Chas. H. Mayne Co., Los Angeles.
Vadsco Sales Corp., New York (Quinlax), weekly *t*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Karl's Shoe Stores, Los Angeles (shoes), 6 *sp* weekly, thru Pacific Market Builders, Los Angeles.

KMPC, Beverly Hills, Cal.

Dagmar Plant Industries, Seattle (plants), 6 *sa* weekly, thru Northwest Radio Adv. Co., Seattle.
Roth Cigar Co., Los Angeles (cigars), 6 *sa*, thru R. H. Alber Co., Los Angeles.
Union Pacific Railway, Omaha, 6 *sa* weekly, thru Caples Co., Chicago.

KFYR, Bismarck, N. D.

Barton Mfg. Co., St. Louis (Dyanshine), *ta* series, thru Anfenger Adv. Agency, St. Louis.

WNEW, New York

Gruen Watch Co., Cincinnati, 3 *sp* weekly, 18 weeks, through McCann-Erickson, N. Y.

KNX, Hollywood

United States Products Corp., San Jose, Cal. (apple juice), 6 *sp* weekly, thru Long Adv. Service, San Jose.
Chrysler Corp., Detroit (Plymouth), 16 *sa*, thru J. Stirling Getchell, N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camel cigarettes) 35 *sa* weekly, 6 *ta* weekly, thru Wm. Esty & Co., N. Y.
California Prune & Apricot Growers Assn., San Jose, Cal., (Sunsweet prunes), 6 *sp* weekly, thru Long Adv. Service, San Jose.
Royal Typewriter Co., New York (typewriters) 6 *sa* weekly, thru Buchanan Co., N. Y.
Sears, Roebuck & Co., Los Angeles, 52 *sa*, thru Mayers Co., Los Angeles.
J. A. Folger Co., San Francisco (coffee), 5 weekly *sp*, thru Raymond R. Morgan Co., Hollywood.
Gordon-Allen Ltd., Oakland, Cal. (Par soap), 6 *sa* weekly, thru Tomaschke-Elliott, Oakland.
Fisher Flouring Mills Co., Seattle, 5 *sp* weekly, thru McCann-Erickson, San Francisco.

KFRC, San Francisco

Pacific Greyhound Bus Lines, San Francisco (transportation), weekly *sp*, thru Beaumont & Hohman, San Francisco.
Wheatena Corp., Philadelphia (Wheatena), 3 *t* weekly, thru Rohrabaugh & Gibson, Philadelphia.
Albers Bros. Milling Co., Seattle (Friskies), 2 *t* weekly, thru Erwin, Wasey & Co., Seattle.
Dr. Frank E. Robinson, Seattle (Psychiana), weekly *t*, thru Izzard Co., Seattle.
Gardner Nurseries, Osage, Ia., 5 *sp*, thru Northwest Radio Adv. Co., Seattle.

WOR, Newark

L. N. Renault & Sons, Egg Harbor, N. J. (wines), weekly *sp*, thru White-Lowell Co., N. Y.
Peter Breidt Brewing Co., Elizabeth, N. J. (beer and ale), 3 *sp* weekly, thru A. W. Lewin Co., Newark.
Olson Rug Co., Chicago, 3 *sp* weekly, thru Presba, Fellers & Presba, Chicago.
Regal Shoe Co., New York, weekly *sp*, thru Frank Presbrey Co., N. Y.
National Education Alliance, New York (*Popular Educator* magazine) weekly *sp*, direct.

FORMAL dedication of the new 50,000-watt transmitter of KNX, Hollywood, on Sept. 16 was held in Torrance, Cal. The ceremony was preceded by a banquet which was broadcast over CBS Pacific network. The RCA transmitter plant was erected at Columbia Park, Torrance, by CBS at a cost of $350,000. At the banquet table (l to r) are Harry W. Witt, CBS Southern California sales manager; John M. Dolph, assistant to Donald W. Thornburgh, CBS Pacific vice-president; Sheriff Eugene C. Biscailuz, of Los Angeles county; Mayor William H. Tolson of Torrance; Alden W. Smith, president of Torrance C. of C., and Mr. Thornburgh.

WGAR, Cleveland

Standard Cigar Co., Pittsburgh, 4 *sa* weekly, thru Gardner-Rothschild, N. Y.
Rio Grande Valley Citrus Exchange, Weslaco, Tex. (fruit juice), 6 *sa* weekly, thru Leche & Leche Adv., Dallas.
Lea & Perrins, New York (meat sauce), 5 *sa* weekly, thru Schwimmer & Scott, Chicago.
Lehn & Fink Products Co., New York (Hind's cream), 5 *sa* weekly, thru Wm. Esty & Co., N. Y.
Watchtower Bible Society, Brooklyn (religious), *sp*, thru Acorn Adv. Agency, N. Y.
Vadsco Sales Corp., New York (cosmetics), weekly *t*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.
Rudolph Wurlitzer Mfg. Co., N. Tonawanda, N. Y. (musical instruments), 3 *sp* weekly, thru Schwimmer & Scott, Chicago.

WHO, Des Moines

International Harvester Co., Chicago, 52 *sp*, thru Aubrey, Moore & Wallace, Chicago.
McConnon Co., Winona, Minn., 2 *sp* weekly, thru McCord Co., Minneapolis.
DeKalb Agricultural Assn., DeKalb, Ill. (seed corn), weekly *sp*, 2 *sa* weekly, thru Frank Presbrey Co., N. Y.
Lehn & Fink Products Corp., New York (Hinds), 12 *sa* weekly, thru Wm. Esty & Co., N. Y.
Consolidated Drug Trade Products, Chicago (proprietary), 26 *sp*, thru Benson & Dall, Chicago.
Sterling Casualty Insurance Co., Chicago, 6 *sp* weekly, thru Frankel-Rose Co., Chicago.

WNAC, Boston

Richman Brothers, Boston (clothiers), 5 *sa* weekly, thru McCann-Erickson, Boston.
Baker Extract Co., Springfield, Mass. (flavoring extracts), 1 *sp* weekly, thru Wm. B. Remington Inc., Springfield, Mass.
Colt Shoe Co., Boston, 5 *sa* weekly, thru Broadcast Adv., Boston.
Oneida Ltd., Oneida, N. Y. (Community Plate), 2 *sp* weekly, thru BBDO, N. Y.
Beaumont Laboratories, St. Louis (4-way cold tablets), 2 *sp* weekly, 44 weeks, thru H. W. Kastor & Sons Adv. Co., St. Louis.

WFAA-WBAP, Dallas-Ft. Worth

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 5 *t* weekly, thru H. W. Kastor & Sons, Chicago.
Interstate Cotton Oil Refining Co., Sherman, Tex. (Mrs. Tucker's Shortening), renewal for one year, 3 *sp* weekly, thru Crook Adv. Agency, Dallas.
Penick & Ford, Ltd., New York (My-T-Fine Desserts), 5 *t* weekly, thru BBDO, N. Y.
Charles B. Knox Gelatine Co., Johnstown, N. Y. (Knox Gelatine), 2 *sp* weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.

WTIC, Hartford

Saltesea Packing Co., Providence, 100 *sa*, thru Livermore & Knight, Providence.
William W. Lee & Co., Troy, N. Y. (proprietary), 78 *sp*, thru Leighton & Nelson, Schenectady.
Vadsco Sales Corp., New York (cosmetics), 13 *t*, thru Lawrence C. Gumbinner, N. Y.
Oxo Ltd., Montreal (concentrate), 80 *sa*, thru Platt-Forbes, N. Y.

WHN, New York

White Laboratories, Newark (Feenamint), daily *sa*, thru Wm. Esty & Co., N. Y.
Moody Bible Institute, Chicago, 26 *sp*, thru Critchfield & Co., Chicago.
Peter Paul Inc., Naugatuck, Conn. (Mounds candy), daily *sa*, 14 weeks, thru Platt-Forbes, N. Y.

Candidly, THE BEST SHOT OF THE YEAR

★ COMPLETE ★ ACCURATE ★ ECONOMICAL
★ COMPACT ★ EASY-TO-USE ★ EASY-TO-READ

The year round encyclopedia number for radio advertisers, time buyers, account executives, station and network executives, station sales managers, engineers and executives of all services relating to radio advertising. Regular rates and discounts apply. Reserve space now!

BROADCASTING
Broadcast Advertising

Rev. Curran's Telegram Asking McNinch Ouster Fails to Elicit Answer

A TELEGRAM of Sept. 18 to President Roosevelt from Rev. Edward Lodge Curran, president of the International Catholic Truth Society of New York, asking that Chairman Frank R. McNinch of the FCC be "removed", so far as known, has gone unanswered.

Father Curran, who also was identified in formation of American Radio Audience Inc. with James P. Kiernan, formerly commercial manager of WLWL, New York, alleged in his 1,100-word night letter that Mr. McNinch, for several reasons, was not qualified to hold office. He made particular reference to the forthcoming chain-monopoly investigation. American Radio Audience has attacked commercial radio generally and also FCC regulation.

Together with the telegram, the Society released a one-page press statement alluding to it. No statement was forthcoming from the White House following receipt of the telegram. FCC Chairman McNinch, who entered the Naval Hospital for a checkup at the time the telegram was received in Washington, made no comment.

Rally Show, News Series Get Mennen Sponsorship

MENNEN Co., Newark (shaving cream), begins a series of news programs, with Sam Hayes as commentator, on Oct. 10, on seven CBS Pacific Coast stations, to be heard Monday evenings, 8-8:15 (PST). CBS will supply the artists, with H. M. Kiesewetter Adv. Agency, New York, in charge. An audience participation show, *People's Rally*, also sponsored by Mennen Co. to advertise shaving cream, will start on Oct. 9, on eight Mutual stations, Sundays, 3:30-4 p. m. The program will feature John B. Kennedy discussing "America's Vital Problems", and Bob Hawk directing a fun quiz. WOR for the first ten weeks will broadcast the program on Monday evenings, 8-8:30, because of its schedule of Sunday football games.

'Trials' Offered Locally

THE dramatic courtroom series, *Famous Jury Trials*, sponsored by Mennen Co. for more than two years on MBS, is now being offered to local advertisers by that network, which will return the program to the air on Oct. 12 as a regular Wednesday evening feature, 10 to 10:30. Ralph Corbett, producer of the program, is handling sales and Walter Freeman of the Corbett organization is now on the road contacting advertisers in cooperation with salesmen at MBS stations. Program is offered complete at half the cost of the time on the station which carries the sponsor's advertising message. Program has already been sold in Philadelphia, Chicago, Cincinnati and St. Louis, according to MBS.

SCIENCE SERVICE reports that the motor liner *Kanimbla*, an Australian vessel, carries a complete broadcasting station with Miss Eileen M. Foley as announcer on board. With call letters 9MI, it serves coastal areas and is said to be the only such station in the world.

42 New Stations Authorized Since Jan. 1, 1938

** Indicates Station Now on the Air*

ALASKA

KFAR, Fairbanks—CP issued to Midnight Sun Broadcasting Co. (224 out of 250 shares owned by A. E. Lathrop, president, publisher of *Fairbanks News-Miner* and operator of mining, real estate, stores, salmon packing, motion picture houses and other enterprises in Alaska); 1,000 watts on 610 kc.

ALABAMA

WHMA, Anniston—CP issued to Harry M. Ayers, publisher of *Anniston Star*; 100 watts daytime on 1420 kc.

WCOV, Montgomery—CP issued to John S. Allen and G. W. Covington Jr., each owner of 25% of WHBB, Selma, Ala.; 100 watts daytime on 1210 kc.

ARIZONA

*KWJB, Globe—Licensed to Sims Broadcasting Co., comprising Rev. William J. Sims, superintendent of Southern Methodist Hospital, Tucson; John W. Sims, his son, president of Sims Printing Co., Phoenix, and publisher of *Arizona Fez*, weekly political magazine; Bartley T. Sims, son, manager of station; 100 watts night and 250 watts day on 1210 kc.

KYCA, Prescott—CP issued to Southwest Broadcasting Co. (Albert Stetson, president; R. L. Webb, C. D. Rhodes, George Norman Hoffman, C. E. Lawrence); 100 watts night and 250 watts day on 1500 kc.

*KGLU, Safford—Licensed to Gila Broadcasting Co.; president and chief stockholder is J. F. Long, theater owner; 100 watts night and 250 watts day on 1420 kc.

GEORGIA

WSAV, Savannah—CP issued to Arthur Lucas, operator of chain of Georgia theaters and part owner of WRDW, Augusta; 100 watts on 1310 kc.

ILLINOIS

WMRO, Aurora—CP issued to Martin R. O'Brien, public administrator of Kane County, Ill., and member of county board of supervisors; 250 watts daytime on 1250 kc.

WDAN, Danville—CP issued to Northwestern Publishing Co., publisher of *Danville Commercial-News* (Gannett Newspapers); 250 watts daytime on 1500 kc.

*WGIL, Galesburg—Licensed to Galesburg Broadcasting Co. (chief owners are Howard A. Miller, manager, and the executives of the *Galesburg Register-Mail*); 250 watts daytime on 1500 kc.

KANSAS

KVAK, Atchison—CP issued to Carl Latenser, operator of music and home appliance stores in Atchison, Leavenworth and Fall City, Neb.; 100 watts daytime on 1420 kc.

MAINE

*WCOU, Lewiston—Licensed to Twin City Broadcasting Co. (Jean B. Couture, Faust O. Couture, Valdor L. Couture and Bernard L. Howe, publishers of *Le Messager*, French language daily), 100 watts on 1210 kc.

MASSACHUSETTS

WOCB, Barnstable—CP issued to Cape Cod Broadcasting Co. (Harriett M. Alleman and Helen W. MacLellan, realtors); 100 watts night and 250 watts day on 1210 kc.

MICHIGAN

*WHLS, Port Huron—Licensed to Port Huron Broadcasting Co. (Harmon LeRoy Stevens and father, Herman LeRoy Stevens, attorney); 250 watts daytime on 1370 kc.

MINNESOTA

*KYSM, Mankato—Licensed to F. B. Clements & Co., a copartnership consisting of F. Braden Clements, auto dealer; Clara D. Clements, his wife; C. C. Clements, his brother; 100 watts night and 250 watts day on 1500 kc.

MISSISSIPPI

*WSLI, Jackson—Licensed to Standard Life Insurance Company of the South; 100 watts night and 250 watts day on 1420 kc.

MONTANA

KRBM, Bozeman—CP issued to Roberts-McNab Co. (Arthur L. Roberts, R. B. McNab and A. J. Breitbach, hotel operators, also owners of KRMC, Jamestown, N. D.); 100 watts night and 250 watts day on 1420 kc.

NEW YORK

WENY, Elmira—CP issued to Elmira-Star Gazette Inc., publisher of *Elmira-Star-Gazette* and *Elmira Advertiser* (Gannett Newspapers); 250 watts daytime on 1200 kc.

WTRY, Troy—CP issued to Troy Broadcasting Co. Inc. (Harry C. Wilder, operator of WSYR, Syracuse, WTNJ, Jamestown, N. Y. and WNBX, Springfield, Vt., president, 2,700 shares; Tom Rourke, president of National City Bank, Troy, 600; Samuel E. Aronowitz, president of Bank of Green Island, New York, 600; Dr. J. L. Meader, president of Russell Sage College, 600); 1,000 watts daytime on 950 kc.

NORTH CAROLINA

WFNC, Fayetteville—CP issued to Cumberland Broadcasting Co., a partnership of W. C. Ewing, wholesale fertilizer dealer, and Harry Layman, radio engineer; 250 watts daytime on 1340 kc.

WGNC, Gastonia—CP issued to F. C. Todd, head of F. C. Todd Inc., distributors of textile machinery and supplies; 100 watts night and 250 day on 1420 kc.

WRAL, Raleigh—CP issued to Capitol Broadcasting Co. (Earl C. Marshburn, attorney, 40 shares; A. J. Fletcher, attorney, 35; Howard E. Satterfield, professor of engineering, U of North Carolina, 30; Charles E. Green, attorney, 30; E. Johnson Neal, insurance agent, 15); 100 watts night and 250 day on 1210 kc.

WSTP, Salisbury—CP issued to Piedmont Broadcasting Corp. (Bryce P. Beard, hottlers supplies, president, 118 shares; J. F. Hurley Jr., publisher of *Salisbury Post*, vice-president, 94; Stahle Linn, attorney, 23; William S. Overton, auto dealer, secretary, 10; J. C. Brantley, J. Carson Brantley Adv. Agency, 20; J. P. Mattox, insurance agent, 10; C. F. Raney, auto dealer, 10; Gregory Peeler, baker, 5; Walter Carter, electrical supply dealer, 5; M. M. Murphy, insurance agent, 5); 100 watts night and 250 day on 1500 kc.

OHIO

WFMJ, Youngstown—CP issued to William F. Maag, Jr., publisher of the *Youngstown Vindicator*; 100 watts daytime on 1420 kc.

OKLAHOMA

KOME, Tulsa—CP issued to Harry Schwartz, president of Tulsa Federation of Labor and business manager of monthly *Unionist Journal*; 250 watts daytime on 1310 kc.

OREGON

KBRK, Baker—CP issued to Louis P. Thornton, of Gresham, Ore.; 100 watts night and 250 day on 1500 kc.

KBND, Bend—CP issued to the *Bend Bulletin* (Robert W. Sawyer, manager and editor, 64%; H. N. Fowler, publisher, 32%); 100 watts night and 250 watts day on 1310 kc.

PENNSYLVANIA

*WKST, New Castle—CP issued to Keystone Broadcasting Co. (S. W. Townsend, Fred W. Danner, Herbert S. Kirk, A. W. Graham); 250 watts daytime on 1250 kc.

WPIC, Sharon—CP issued to Sharon Herald Broadcasting Co. (A. W. McDowell, publisher of *Sharon Herald*; John Fahnline Jr.; George E. Heiges); 250 watts daytime on 780 kc.

SOUTH CAROLINA

WTMA, Charleston—CP issued to partnership consisting of Y. W. Scarborough and J. W. Orvin, president and vice-president, respectively, of Atlantic Coast Life Insurance Co., Charleston, and sole owners of insurance company's stock; 100 watts night and 250 watts day on 1210 kc.

WCOS, Columbia—CP issued to Carolina Advertising Corp. (A. B. Langley, president, and A. Haltiwangeris, vice-president, 49 shares each; Mr. Langley and Mr. Haltiwangeris are president and vice president, respectively, of the Carolina Life Insurance Co.); 100 watts night and 250 day on 1370 kc.

TENNESSEE

WJHL, Johnson City—CP issued to Johnson City Broadcasting Co. (W. Hanes Lancaster, Chattanooga electrical supply dealer, and J. W. Birdwell, amateur radio operator, partners); 100 watts night and 250 day on 1200 kc.

TEXAS

KRIC, Beaumont—CP issued to Beaumont Broadcasting Association (B. A. Steinhagen, former mayor, head of Comet Rice Mills, Beaumont; D. C. Proctor, wholesale druggist; T. N. Whitehurst, insurance man); 100 watts on 1420 kc.

*KDNT, Denton—Licensed to Harwell V. Shepard, local funeral director; 100 watts daytime on 1420 kc.

KROD, El Paso—CP issued to Dorrance D. Roderick, publisher of *El Paso Times*; 100 watts on 1500 kc. (Regranted original grant of 1936).

*KSAM, Huntsville—Licensed to Sam Houston Broadcasting Association (Dr. C. N. Shaver, president of Sam Houston State Teachers College; W. Bryan Shaver, his son; H. G. Webster, banker); 100 watts daytime on 1500 kc.

*KPAB, Laredo—Licensed to M. M. Valentine, electrical engineer; 100 watts night and 250 watts day on 1500 kc.

KVWC, Vernon—CP issued to partnership consisting of R. H. Nichols, publisher of *Vernon Daily Record*; W. H. Wright, general manager of Pease River Flood Control District and secretary-treasurer of Texas Watershed Association; Stewart Hatch; 100 watts on 1500 kc.

KWFT, Wichita Falls—CP issued to Wichita Broadcasting Co. (Officers and stockholders: Joe B. Carrigan, attorney, president; Harry Hamilton, auto dealer, vice-president; Sol Lasky, chain men's stores operator, secretary-treasurer; Gordon T. West, oil operator, director); 250 watts night and 1,000 day on 620 kc.

UTAH

KVNU, Logan—CP issued to Cache Valley Broadcasting Co. (S. L. Billings, J. A. Reeder, J. M. Reeder, William P. Connor, Leo R. Jensen); 100 watts on 1500 kc.

VIRGINIA

WPIV, Petersburg—CP issued to Petersburg Newspaper Corp., publisher of *Petersburg Progress-Index* (interlocking control with *Norfolk Ledger-Dispatch*, *Norfolk Virginian-Pilot* and *Richmond Times-Dispatch*); 100 watts night and 250 day on 1210 kc.

WEST VIRGINIA

WGKV, Charleston—CP issued to Kanawha Valley Broadcasting Co. (W. A. Carroll, president, 23 shares; R. K. Talbot, vice-president, 1 share; S. J. Halstead, secretary-treasurer, 1 share); 100 watts on 1500 kc.

WISCONSIN

WJMC, Rice Lake—CP issued to Walter H. McGenty, of Duluth, publisher of the farm journal *Stock & Dairy Farmer*; 100 watts daytime on 1210 kc.

WHAI Storm Service

WHAI, recently established in Greenfield, Mass., went on emergency schedule Sept. 21 when the tropical hurricane and flood struck Western Massachusetts. The full staff worked on public service assignments, handling messages, reporting road information, describing weather conditions and aiding stranded motorists. Supplies were located for relief agencies, trucks found, boats delivered and routine relief orders transmitted. At 7 p. m. Sept. 21, when the station announced the *Fulton Lewis* MBS feature, the wires supplied *Amos 'n' Andy*, though the station is not affiliated with NBC.

KDKA Program Board

DESIGNATION of a program board for KDKA was announced Sept. 27 by Sherman D. Gregory, new general manager. Members in addition to Mr. Gregory, will be Program Director Derby Sproul, Public Relations Director Clarence Pettit, Sales Manager Bill Jackson, Promotion Director W. B. McGill, Musical Director Maurice Spitalny and Chief Engineer Joe Baudino. The purpose is to create and present programs of greatest possible public service and local interest, Mr. Gregory said.

REVIVING the primary American educational institution of a half-century ago, *The Little Red School House*, weekly half-hour on WWL, New Orleans, presents boys and girls as characters taking their three R's. Carried as a sustainer, the program is written and conducted by Beverly Brown, as schoolmaster.

Executive Committee of NAB Mapping Industry Program

Spence Named Secretary-Treasurer for a Year; Status of Copyright Bureau Considered

AFTER FOUR months as NAB's first paid president, Neville Miller on Sept. 28 met in Washington with his executive committee for the first time since assuming office to appraise industry affairs.

Edwin M. Spence, who has served as temporary secretary-treasurer of the NAB since last March, was appointed to that post on a regular basis for a one-year term, as one of the first actions of the Committee. At the meeting were Mark Ethridge, WHAS, former NAB president; F. M. Russell, NBC Washington vice-president; Walter J. Damm, WTMJ: John Elmer, WCBM, and Herb Hollister, KANS. Edwin W. Craig, WSM, was absent.

Copyright and all of its phases headed the list of topics. Discussion was begun Sept. 28 and was to continue through the following day. The status of the NAB Bureau of Copyrights, and its public domain transcription library, in which NAB members have invested $55,000, was to be discussed, since the NAB board at its last meeting authorized the executive committee to dispose of this issue.

There is substantial agreement that the industry should foster development of a reservoir of public domain and popular non-copyright music as a bulwark against summary action on the part of ASCAP and other copyright groups, but the issue is whether the NAB as a trade association should undertake the task or entrust it to commercial transcription companies.

Copyright Committee

Having already announced his intention of making copyright his first order of business, Mr. Miller discussed selection of a copyright committee with the executive group. In recent weeks he has conferred with many members on the subject. He has had no sessions, however, with ASCAP officials in connection with renewal of licenses which expire Dec. 31, 1940.

Possible NAB participation in the FCC chain-monopoly hearing to begin Oct. 24 was discussed, but decision reserved until Independent Radio Network Affiliates, which was to hold an executive committee meeting in New York Sept. 30, makes known its plans. It was felt that while all segments of the industry obviously are interested in the proceeding, the NAB position might be an anomalous one in view of possible conflicting viewpoints.

The reactions over political broadcasts during primary campaigns and likely to arise in the November elections caused the committee to authorize Andrew W. Bennett, attorney, to continue his legal study of the whole subject. What steps the NAB will take to ameliorate this situation will be decided in the future. Mr. Bennett also was instructed to survey the entire legal question involved in performance of phonograph records by broadcast stations—a matter becoming increasingly important because of new threats of litigation by manufacturers.

Questions submitted to the NAB on demands for free time, notably involving labor groups, were discussed, with the likely conclusion that stations will be advised to establish policies of their own. Out-and-out "per inquiry" propositions were deprecated, since the NAB already is on record in its code of ethics against acceptance of such business.

The committee agreed that Mr. Miller should pursue his conversations with the Radio Manufacturers Association looking toward industry-wide cooperation to promote radio generally. He will explore a number of proposals under which manufacturers and dealers would collaborate with broadcasters through joint promotional plans designed to make every dealer a salesman for stations and vice versa. The basic suggestion is that a joint committee representing NAB and RMA be created to set up a plan.

The NAB survey of motion picture relationship with radio, particularly in the light of the $1,000,000 movie promotion campaign now being placed exclusively in newspapers, was reviewed. The committee concurred in the view that an appraisal of the whole situation was desirable. There was no apparent attitude of belligerence.

With a session of Congress looming, along with the convening of State legislatures, the committee discussed the whole parliamentary picture. State groups of broadcasters will be urged to keep abreast of all legislation affecting them, and to apprise headquarters of it.

Meeting with the committee for discussion of NAB departmental activities were Mr. Spence, Ed Kirby, public relations director, Paul F. Peter, research director, and Joe Miller, labor relations director.

NBC Sales Promotion

ACTIVITIES of E. P. H. James, sales promotion manager of NBC, and those of the sales promotion staff engaged in preparation of direct sales copy for the network and its managed and owned stations, were to be transferred Oct. 1 to the sales department reporting to Roy C. Witmer, sales vice-president. Those doing institutional promotion will continue to report to Clay Morgan, assistant to the president in charge of public relations. The division is the result of a feeling that better results will come from having each group concentrate on one aspect of promotion than to have all of them dividing time and attention between sales and institutional activities.

PRAISE FOR RADIO And Press for War Coverage Given by Miller

BOTH radio and the press were praised for their coverage of the war crisis in a statement Sept. 27 by Neville Miller, NAB president. "As a result, the American people are the most highly informed in the world," he said.

"Whatever direction public opinion here is taking," Mr. Miller declared, "is based upon complete knowledge of the facts. In furnishing information from all quarters, the press and radio of America are living up to their highest ideals of service in a democracy.

"No one living or gone before has ever seen such a remarkable demonstration of enterprise in gathering and disseminating the news. We are witnessing and we are hearing the footsteps of history as it touches dangerously near the brink of war. If war is averted, it will be due largely to the force of an informed public opinion. And we have just reason to be proud of the contributions press and radio in this country are making for the world's welfare. They have shown what joint cooperation can do. And they have re-emphasized the importance of each means of communication.

"If one may risk a prophecy from their enterprise, it is this: The veil of diplomatic secrecy which has darkened the understanding of peoples through history, is being torn apart. As the work of press and radio continues perhaps at some later century down through the years, the world will read and speak the same language. And that language will be the language of peace—for through communication they will have learned to know one another."

Favor NAB Stand

VIRTUALLY unanimous support of the NAB stand taken on the motion picture industry campaign to promote itself exclusively in newspapers had been received by NAB headquarters. On Sept. 28, 345 stations had replied to the NAB questionnaire surveying industry reaction, with the only reply opposing the NAB position coming from a small midwestern station. Other replies generally praised the position, despite reports published in the motion picture trade press that industry ranks were split.

WCKY's Ranger

L. B. WILSON, manager of WCKY, Cincinnati, recently arranged a tie-up with the *Cincinnati Enquirer* in which the paper, just starting *Lone Ranger* as a comic strip, carries a line calling attention to the WCKY program heard thrice-weekly for Schulze Baking Co. The WCKY programs in turn direct listeners to the comic strip.

THE Advertising Club of New York on Oct. 27 will start its 15th year sponsoring advertising and selling courses including a talk on radio Dec. 15 by Arthur Pryor Jr., vice-president of BBDO, New York. Daniel S. Tuthill, of NBC's Artist Bureau, will direct a clinic on radio production in four sessions, which will be conducted in the NBC studios by William S. Rainey, chief of production of NBC.

Broad Promotion Drive Is Planned by Vick for NBC *Seth Parker* Series

VICK CHEMICAL Co., Greensboro, N. C., is using the most comprehensive promotion and merchandising campaign in its history to let the public know that it is bringing Seth Parker back to the air as a regular Sunday evening program. New series, which started on NBC-Red Sept. 25 was announced with space in more than 400 newspapers on both that date, and to be repeated Oct. 2.

For dealers, Vick is running full-page advertising in five drug trade papers, announcing the broadcast series and describing the various merchandising aids available to retail druggists. More than 20,000 window stickers, 15,000 counter cards and 21,000 window displays have been distributed to the trade, each piece carrying a photograph of Seth Parker and giving the time of the broadcast.

Similar pictures and times are also printed on silk screen banners which are carried on all Vick trucks, where they will remain during the entire campaign. And, as a finishing fillip, radio editors received, a few days before the first broadcast, a suit of red underwear and a letter which explained that the garment had been discovered in the general store at Jonesport, Me., which by a strange coincidence pointed out in a postscript, "is the home town of Seth Parker and a swell bunch of folks who are coming back on the air this Sunday night . . . to sell Vicks VapoRub and Vicks Va-tro-nol for us."

Discussion of Radio

NEVILLE MILLER, president of NAB, is one of the four speakers who will discuss radio's effect on public opinion when Lyman Bryson's *The People's Platform* is heard over CBS network Oct. 2. Other members of the informal discussion group, who will gather at a dinner table in CBS's private dining room and whose entirely spontaneous remarks will be picked up by concealed microphones, are Bob Trout, CBS commentator; Curtis Mitchell, editor of *Radio Guide*; Mrs. Allen Friedlich, who calls herself just "an average radio listener".

FTC Complaints

COMPLAINTS have been issued by the Federal Trade Commission against R. L. Watkins Co., New York, for claims on behalf of Dr. Lyons' toothpowder; Knox Co., Los Angeles, claims for Cystex and Mendaco; Banfi Products Corp., New York, Montecatini Salts; Gardner Remedies, Seattle, food herbs; International Radio Corp., Ann Arbor, Mich., Kadette radio sets, along with two dealers, Wieboldt Stores, Chicago, and Davega-City Radio, New York; Kolynos Co., New Haven, toothpaste. Remington Rand, Buffalo, has agreed to revise claims for its method of purchasing portable typewriters.

KOTN, Pine Bluff, Ark., on Sept. 27 was authorized by the FCC to increase operation from daytime to unlimited, using 100 watts.

Complete Associated Oil Grid Lineup Includes 83 Contests on 68 Stations

THE complete football schedule of Tidewater Associated Oil Co. will include as many as 40 stations on a single Saturday, according to the schedule announced as BROADCASTING went to press. A list of Associated games contained in an article appearing on page 20 of this issue includes only those games carried by stations affiliated with NBC. The complete list, subject to last-minute changes, follows:

Sept. 18 — USF-St. Marys of Tex., KYA.

Sept. 20—Loyola-Cal., KEHE.

Sept. 23—Gonzaga-Puget Sound, KGA; UCLA-Iowa, KEHE; USF-Hardin, Simmons, KROW.

Sept. 24—Cal.-St. Marys, KSFO KXL KARM KROY KHSL KOH KOY KGAR KSUM KGMB KHBC; USC-Alabama, KHJ KDB KGB KXO KFXM KVOE KPMC KVEC KTKC KDON KQW KFRC KIEM KGDM; WSC-Ore., KALE KORE KSLM KRNR KOOS KAST KFJI KOL KMO KGY KXRO KVOS KIT KPQ KELA KUJ KGA KRLC; OSC-Idaho, KGW KMED KHQ KIDO.

Sept. 30 — Loyola - Col. Pacific, KEHE; USF-Montana, KROW.

Oct. 1—USC-Cal., KFPY KRLC KUJ KIRO KVI KOH KHSL KROY KARM KSFO KNX; Stanford-Santa Clara, KFRC KQW KGDM KFBK; USC-Oregon State, KFI KTAR KERN KMJ KGW KMED KGU KFJI; Oregon-UCLA, KHJ KDB KGB KXO KFXM KVOE KPMC KVEC KDON KIEM KALE KSLM KORE KRNR KOOS KAST; Wash.-Idaho, KOMO KHQ KIDO.

Oct. 2—St. Marys-Gonzaga, KYA KGA.

Oct. 7—USF-Santa Barbara, KROW.

Oct. 8—Gonzaga-N. D., KFPY; Cal.-Cal. Aggies, KLX; Stanford-WSC, KPO KFI KMJ KERN KOMO KHQ; Ohio State-USC, KEHE (tentative); UCLA-Wash., KNX KOIN KIRO KVI KOY KGAR KSUM; Ore. State-Portland, KALE KSLM KORE KRNR KOOS KAST; Idaho-N. D. St., KGA KIDO KRLC; Santa Clara-Texas A & M, KFRC KQW KDON KIEM KGDM KTKC KFBK KHJ.

Oct. 9—Loyola-St. Marys, KEHE KYA.

Oct. 14 — Loyola - Redlands, KEHE.

Oct. 15—Idaho-Gonzaga, KHQ KIDO; Cal.-UCLA, KFRC KLX KQW KDON KIEM KGDM KTKC KFBK KHJ KGB KDB KXO KFXM KVOE KVEC KPMC KOY KGAR KSUN; Stanford-Ore., KPO KMJ KERN KFI KGW KMED KGU KFJI; USC-Wash. St., KNX KIRO KVI KFPY; Wash. - Ore. State, KOL KMO KGY KXRO KVOS KIT KPQ KELA KUJ KALE KSIM KORE KRNR KOOS KAST; Arizona - Santa-Clara, KROW.

Oct. 16—St. Marys-Portland U, KYA KALE.

Oct. 21—Loyola-Ariz., KEHE.

Oct. 22—Wash. - Cal., KOMO KHQ KMED KGW KPO KFI; Stanford-USC, KSFO KNX KARM KROY KHSL KOH KOY KGAR KSUN JGMB KHBC; UCLA-Idaho, KHJ KIDO KRLC; Fordham-Ore., KOIN (tentative); Ore. State-Wash. State, KALE KSLM KORE KRNR KOOS KAST KFJI KOL KMO KGY KXRO KVOS KIT KPQ KELA KUJ KGA; Santa Clara-Ark., KFRC KQW KDON KGDM KIEM KTKC.

Oct. 23—St. Marys-USF, KYA.

Oct. 29—Centenary - Loyola, KEHE; Gonzaga-Wash. St., KFPY KIRO KVI; Cal.-Ore. St., KPO KLX KFI KMJ KERN KMED KGW; UCLA-Stanford, KHJ KGB KDB KXO KFXM KVOE KPMC KVEC KTKC KDON KQW KFRC KIEM KGDM KOL KMO KGY KXRO KVOS KIT KPQ KELA KUJ; Ore.-USC, KOIN KFJI KNX KOY KGAR KSUN; Mont.-Idaho, KIDO KRLC; Mich. State-Santa Clara, KSFO.

Nov. 5—Gonzaga-Mont., KFPY; USC-Cal. KHJ KGB KDB KXO KFXM KVOE KPMC KTKC KVEC KDON KQW KFRC KIEM KGDM KFBK KOY KGAR KSUN KGMB KHBC; Stanford-Wash., KSFO KNX KARM KROY KHSL KOH KOIN KIRO KVI; Wash. St.-UCLA, KHQ KOMO KFI; Ore.-Idaho, KALE KSLM KORE KRNR KOOS KAST KGA KIDO KRLC; Fordham-St. Marys, KYA (tentative).

Nov. 6—Santa Clara-USF, KYA.

Nov. 11—Loyola-Baylor, KEHE; Texas Tech-Gonzaga, KGA; Fresno State-USF, KYA.

Nov. 12—Cal.-Ore., KPO KLX KFI KGW KMED KOMO; Ore. St.-Stanford, KOIN KFJI KOH KROY KSFO KARM KNX; Wash. - USC, KOL KMO KGY KXRO KVOS KIT KPQ KELA KGA KUJ KFBK KHJ KDB KGB KXO KFXM KVOE KPMC KVEC KOY KGAR KSUN KGMB KHBC; UCLA-Wis.—Idaho - Wash., KHQ KIDO.

Nov. 13—St. Marys-Santa Clara, KYA KEHE.

Nov. 19—Cal.-Stanford, KPO KLX KWG KFBK KMJ KERN KFI KIEM KALE KSIM KORE KRNR KOOS KAST KOL KMO KGY KXRO KVOS KELA KIT KPQ KUJ KGA KTAR KGU; Ore.-Wash., KGW KMED KFJI KOMO KHQ; Utah St.-Idaho, KIDO KRLC; Loyola-Hardin, Simmons, KEHE.

Nov. 20—Gonzaga-USF, KGA KYA.

Nov. 24—USC-UCLA, KNX KARM KSFO KROY KOH KOIN KIRO KVI KFPY KOY KGAR KSUN KGMB KHBC; Utah-Idaho, KIDO KRLC.

Nov. 26—Stanford - Dartmouth, KPO KXO KMJ KERN KTAR; Ore.-Ore. St., KALE KORE KSLM KRNR KOOS KAST KFJI KOL KMO KGY KXRO KVOS KIT KELA KPQ KUJ; Wash.-Wash St., KIRO KVI KFPY KOIN.

Nov. 27—Loyola-Gonzaga, KEHE KGA; Santa Clara-Detroit, KYA.

Dec. 3—USC-Notre Dame, KFI KPO KMJ KERN KGW KMED KOMO KHQ KTAR KGU; Okla.-Wash. St., KFPY.

Dec. 10—UCLA-Ore. St., KHJ KGB KDB KXO KFXM KVOE KPMC KVEC KTKC KDON KQW KFRC KIEM KGDM KALE KSLM KORE KRNR KOOS KAST.

Dec. 26—Cal.-Georgia Tech, KSFO.

Radio Booms Food Show

COMPETING against a one-night stand stage show of the Rudy Vallee troup and a stage show by Horace Heidt and His Brigadiers, the radio-sponsored Omaha Food Show opened Sept. 26 to a record-breaking audience. This year for the first time the food exposition in which 64 national advertisers are exhibitors was promoted exclusively by WOW. Previously all Omaha food shows have been promoted with a newspaper tie-up. Attendance on the opening night passed 7,000 and was the largest opening night in history.

Grocers Prefer Radio

MORE THAN two-thirds of the grocers within the primary area of WBT, Charlotte, N. C., consider radio their choicest advertising medium, according to a survey of the North Carolina Food Dealer's Assn. investigating progressive merchandising methods. Answering questionnaires sent out by the organization, 69.2% of the grocer-members gave radio as first choice; 25.9%, newspapers; and 4.9%, all other media.

THIS new triangular table, carrying colored lights to blink warnings of two minutes, one minute and ten seconds before speakers are to cease talking, is being used by the *University of Chicago Round Table*, which returned to NBC-Red Sept. 25, 12:30-1 p. m. Left to right are Raleigh W. Stone, William H. Spencer and Theodore O. Yntema, of the University of Chicago faculty, who first tried the new table.

TOURING PRIZES
KWNO Troupers Parade in Nearby Towns

COOPERATING with the local branch of a LaCrosse, Wis., bakery, KWNO, Winona, Minn., furnished studio talent to supplement the firm's juvenile drum and bugle corps for weekly road show engagements in neighboring towns to plug the bakery's food products and the station's coverage.

The unit, with Wayne Anders, KWNO announcer, as master of ceremonies, took to the road via bus each Saturday, playing a route of six or seven towns during the day. Approaching a town, the caravan halted, unloaded the marching band, and paraded through the streets to the program platform. There artists from KWNO, and WKBH, LaCrosse, entertained, with commercial plugs and introductions by Announcer Anders.

Concluding each show, free prizes of bakery products were passed among the audience. With the program remaining essentially the same for each town, the project drew big crowds and strong publicity for both stations and sponsor.

Uses 6 in New York

BARNEY'S CLOTHES, New York, will begin two new half-hour programs, *Word Master* and *Bank on Your Names*, on Oct. 5, on WNEW, New York, Tues. and Thurs. *Word Master* is an audience participation show, while the other program is played by the radio audience at home. Barney's has contracted for nine hours per week and almost 300 announcements weekly on New York stations WNEW WHN WINS WAAT WOV and WEVD. Alvin Austin Co., New York, is the agency.

Union's Winter Plans

UNION OIL Co., Los Angeles (petroleum products), a consistent user of radio for many years, on termination of its current program, *The 76 Review* with Conrad Nagel, on 10 NBC Pacific Red network stations, Oct. 22, will discontinue use of that media for the time being. Firm executives indicated a new West Coast network program is being planned for winter release. Agency is Lord & Thomas Inc., Los Angeles.

Vick's Specials

VICK CHEMICAL Co., Greensboro, N. C. (Vapo-Rub, cough drops), on Oct. 7 will begin a half-hour weekly broadcast on the *Boone County Jamboree* on WLW, Cincinnati, Fridays, 10-10:30 p. m. Vick is also sponsoring a test campaign for its cough drops to start Oct. 15 on WHO, Des Moines, and WMT, Cedar Rapids. Morse International Adv. Agency, New York, is the agency.

Red Cross Transcriptions

NBC transcription division has recorded two quarter-hour dramatic programs featuring short talks by Norman H. Davis, National Red Cross Chairman, which will be broadcast over more than 225 stations in behalf of local Red Cross chapters during the semi-annual campaign of the American Red Cross.

Stations Adopt New Methods To Promote Their Schedules

Meet Newspaper Publicity Ban on West Coast by Displays, Program Publications, Other Means

By DAVID H. GLICKMAN

WITH no indication that West Coast newspapers will reinstate radio columns, networks and independent stations are devising many new means of publicizing programs. When Los Angeles dailies last April pledged themselves to a do-or-die stand on the elimination of program news and comment, firing radio editors and assistants en masse, stations and network publicity departments rolled up their sleeves and went to work.

When San Francisco and other West Coast newspapers joined in the ban, the stations and networks were faced with a job of substantial proportions. It is doubtful if radio had seriously entertained a belief that the press would ever permanently discontinue a reader feature that had unquestionably been responsible for sizeable circulation during the past few years.

To what extent Pacific Coast newspapers have been affected in circulation by elimination of radio columns is unknown. Publishers have unofficially expressed satisfaction with their action. As yet no indication has been given that the newspapers will discontinue publication of daily schedules.

How Situation Is Met

The first step taken by broadcasters last spring was to make frequent notice by radio to listeners of programs scheduled for that day, and featured programs scheduled for a day or two ahead. Practically all stations immediately took this step, and since that time by assigning definite daily spots for the presentation of current program information have developed listener habits which have become effective in sustaining wide radio interest.

Don Lee Broadcasting System, Los Angeles, with 29 owned and affiliated stations in California, Washington and Oregon, is using lobby displays in 151 theatres and supplementing that media with film trailers in many of the picture houses. In addition display cards are being used in 850 California Yellow Taxi cabs. Don Lee network maintains its regular flow of daily publicity releases to about 150 daily and weekly newspapers on the Coast and has exclusive radio columns weekly in various publications with free distribution. This is in addition to house organs; tabloids with general circulation and magazines. The network cooperates fully with affiliated stations in the three states by suggesting ways and means to meet the situation in each particular locale.

NBC and CBS are using practically the same procedure and formula to exploit their respective programs and talent. NBC West Coast publicity department headed by Hal Bock, in addition to servicing more than 250 daily and weekly newspapers with news releases, has gone in extensively for window and lobby displays to publicize its network programs and talent. They are using 100 de luxe window and lobbies in Los Angeles.

NBC San Francisco publicity department is also rendering a similar service for that vicinity. In addition NBC has made a tie-in with RCA for displays in dealer's stores in California. NBC issues a weekly quarter-hour radio script of personality and general radio news which is distributed free to NBC and independent stations in the 11 western states.

This has been so successful that CBS West Coast publicity department, headed by Hal Rorke, inaugurated a similar service to member and independent stations. NBC has gone in for spot news stories and pictures calculated to break into the regular news sections of daily publications, and has been most successful at that type of publicity. CBS, in addition to servicing more than 250 daily and weekly newspapers with releases, has also started a window display division, and has several important southern California spots under exclusive use. CBS also supplies quarterly bulletin service, with full program information, to the grocery, drug and tobacco trade for its salesmen. Both networks prepare special radio news for house organs and other types of publications with large weekly or monthly West Coast circulation.

Approximately 40 Los Angeles neighborhood publications with a total free circulation of more than 2,000,000 have opened their pages to radio. Some are weeklies and others bi-weekly. San Francisco Bay region neighborhood publications have gone in for radio also. Then there is *Radio Logic*, a thrice-weekly four-page tabloid, with a weekly circulation of 75,000. It is published in Los Angeles by Homer Canfield, Hollywood columnist and commentator, who conducts a weekly quarter-hour program by that title on KFI, that city. Tabloid contains logs, features, general radio news and is supported by advertising.

Gilmore Oil Co., Los Angeles, publishes a weekly illustrated eight-page tabloid, mastheaded *Mike*. Bernie Milligan, formerly *Los Angeles Examiner* radio editor, edits the publication, which contains logs, commentary columns and general radio news of all Los Angeles county stations. There is no advertising and only casual mention is made of Gilmore petroleum products and the NBC *Gilmore Circus*, sponsored by the firm. Distribution is free through Gilmore Service Stations.

KOIN-KALE, Portland, Ore., to secure notice beyond the regular radio schedules published in the *Oregon Journal*, run as paid advertising on the radio page of the newspaper, their own column of chatter. The column, written by Lester Halpin, publicity director, includes news of coming network and local productions along with personal notes about the studios. Each station on the West Coast has developed its own channel of program news dissemination. In the combined total of their activity in this direction, it is said that they have stimulated even greater interest in radio than in the past.

READY FOR STORM

But WIOD's Preparations Were Unnecessary

ALTHOUGH the hurricane recently reported advancing on Florida suddenly changed its course and proceeded on up the Atlantic, WIOD, Miami, stood ready to give its best—and withstand the worst—in the event it hit the city. In a letter to BROADCASTING, hastily written while storm warnings were still going out and mailed "before airlines suspend service", Manager Martin S. Wales reported:

"If the storm continues in its present course, about the time you read this the scene of blue bay and waving palms which we normally see from our office windows will be blotted out by streaking black clouds and horizontal lines of driving rain. Here at WIOD we'll be boarded up and equipped to stay on the air through almost any emergency. Our 250-watt emergency transmitter, installed right here in the building, with its own power source in the basement, will take care of us even though all power lines go out.

"With full staff on duty and canned heat fires under pots of black coffee, we'll be settling down to keep South Florida informed and cheered throughout the somewhat trying hours which attend a tropical disturbance. We'll be waiting to go out in the lull that follows the storm to bring eye-witness accounts of the state of the community and interviews with those who have experienced the force of the elements to the listening audience everywhere."

JAMES CAPOZUCCHI, staff announcer at WOV-WBIL, New York, interpreted and translated the recent speech by Mussolini, which was broadcast short-wave to the United States. The translation was then aired on CBS.

AFRA-AAAA Parleys

RAPID progress is reported from the negotiations between American Federation of Radio Artists and the American Association of Advertising Agencies. Emily Holt, executive secretary of AFRA, said that the network negotiations had already solved a lot of problems that will not have to be gone into again with the agencies, so that it will probably not take as long to work out these contracts for actors and singers employed on commercial shows as it did the sustaining artist contracts recently signed by NBC and CBS. Agenda for the first AFRA convention, to be held in St. Louis in mid-November, is not ready yet, but the convention committee is reported to be planning a broadcast featuring many of the star members of AFRA at the sessions.

ABT Designated Union For CBS Technicians

ASSOCIATION of Broadcast Technicians, independent union for radio engineers, has been established as the collective bargaining agency for technicians employed at stations owned and operated by CBS, according to an announcement by the National Labor Relations Board in September. In an election held under NLRB auspices in August, the CBS engineers voted to be represented by ABT, turning down American Communications Association, CIO union which has chapters at WABC, New York, and WJSV, Washington, among the eight stations polled. Engineers at KMOX, St. Louis, were not included in the voting as all technicians employed by all St. Louis stations are members of the International Brotherhood of Electrical Workers, AFL union, under a blanket contract signed by the IBEW with all broadcasters in the city.

Of the 208 engineers qualified to vote, 204 cast ballots, according to the NLRB, which said that 128 votes were cast for ABT, 68 for ACA, 4 for neither and 4 were challenged, but were not considered as the result would remain unchanged in any event.

WPG Sale to Hearing

APPLICATION for sale of WPG by the City of Atlantic City to the newly formed Arde Bulova-owned Greater New York Broadcasting Corp., for $275,000, on Sept. 27 was designated for hearing by the FCC. An accompanying application to move the station to New York to become a full-time outlet by absorbing the time of WLWL, also owned by Mr. Bulova also was set for hearing. Sale of the station subject to FCC approval, was ratified by the Atlantic City Board of Commissioners on July 7.

Big Buildup on WBAL

CLAIMED as the biggest buildup any single radio program has ever received, was the Sept. 26 introduction by WBAL, Baltimore, of *Lone Ranger*, sponsorship of which started that day on a thrice weekly basis by Seven-Up Bottling Co. Heralding the program, a huge parade of floats, picturesque costumes and musicians marched through downtown Baltimore while stickers and the comic strip of the *Baltimore News-Post* were pasted on every bottle of Seven-Up sent out to dealers. The promotion was directed by Frank Burke, WBAL manager.

Gulden Goes Net

CHARLES GULDEN, New York, will start its first network advertising campaign for Gulden's Mustard on Oct. 5 when it launches *Gulden Serenaders* on a five-station NBC-Blue network, comprising WJZ WBZ-WBZA WEAN KYW WGY. Company began its radio advertising in 1936-37 with a spot series on stations in Boston, Hartford, Philadelphia and Schenectady, and also sponsored a spot campaign during the 1937-38 season with sales results that led to the decision to try a limited network program. Peg La Centra, rhythm singer; Johnny Gart, swing accordianist, and the Jesters, male trio, are featured in the new series. Agency is Charles W. Hoyt Co.

New Sponsors Are Sought As Brewers' List Drops

BREWERS' Radio Show Association has again taken a three-week renewal on *You Said It*, cooperatively sponsored program on CBS each Monday from 8-8:30 p. m. When a number of the sponsoring brewers dropped away at the end of the 26-week contract Aug. 29, the show was continued for three weeks on a curtailed basis while an attempt was made to get additional brewer support. Failing to accomplish this, Frederick Mayer, New York radio advertising man who conceived the program, is using the second extension to line up advertisers in other lines of business to sponsor the program in their localities.

Unless this is successful, the program will definitely go off Oct. 10, as CBS has notified the sponsors that it will not hold this desirable period for a 29-station network. Ted Husing and Connie Boswell, stars during the summer, have been replaced by Henny Youngman and guest artists, Richard Himber's orchestra being retained. U. S. Adv. Corp., Toledo, agency through which program is billed, is aiding in the attempt to line up new sponsors.

Continental on CBS

CONTINENTAL BAKING Co., New York (Wonder Bread & Hostess Cake), on Oct. 14 starts *Jack Haley Variety Show* on 42 CBS stations, Friday, 7:30-8 p. m. (EST), with a west coast rebroadcast, 9:30-10 p. m. (PST). Besides Jack Haley, talent includes Virginia Verrill, vocalist, who was with him in his last network series; and Lucille Ball, screen comedienne. Ted Fio Rito will conduct the orchestra. Writers include Harry Conn and Hal Fimberg. Donald Cope and Kenneth MacGregor are the agency producers on the show. Benton & Bowles Inc., New York, has the account.

Lamplighter on Six

TWELFTH annual series of *The Lamplighter* opened Sept. 25 to be heard in 13-week cycles, Sundays, 12:30-12:45 a. m., and syndicated as a live show by Network Features, New York, of which Leon A. Friedman is president in charge. The following stations are to be used in this second season of cooperative sponsorship: Julius Grossman Shoes, WOR, New York; I. J. Fox, WAAB, Boston; Style Shop, WNLC, New London; The Boston Store, WHKC, Columbus; I. J. Fox, WHK, Cleveland; Tiedtke Brothers, WSPD, Toledo.

Pacific Gas Drive

MORE than 20 stations in Northern and Central California will be used in a special ten-day advertising campaign Oct. 5 to 15 to be conducted by the Gas Appliance Society of California. The campaign, which also will include the use of other media, will stress gas ranges that feature low temperature cooking. One-hundred word spot announcements and five-minute participating spots on home economics programs will be used, according to the agency handling the account, Jean Scott Frickelton, San Francisco.

NBC and CBS Rush Video Equipment Including Latest Laboratory Features

BOTH NBC and CBS are hastening installations of new television transmitters in New York incorporating advanced engineering developments.

NBC is installing a new antenna for its transmitter atop the Empire State Bldg. and has dismantled the temporary equipment used during spring and summer experimental operations. CBS, also using RCA transmitting equipment, is installing its plant on the 72d and 73d floors of the Chrysler Tower in New York. The buildings are the highest in the city and are regarded as well adapted for ultra-high frequency visual transmission.

New Antenna Features

The new NBC mast, it was stated, includes a number of novel features. In the laboratory the antenna worked perfectly but that does not insure its performance in actual operation and the engineers would not set any date for regular broadcasting except to say it will probably be before the end of the year. Meanwhile the network television production crew will experiment with ideas and techniques by producing programs at the studios which will be followed by the television cameras but not aired.

CBS goes into operation with its new equipment after a year of extensive tests both of the transmitter and of a new type of television antenna for distributing the signal evenly over the entire city and its suburbs. Final arrangements also have been made for construction of a coaxial cable connecting the transmitter with the CBS television studios in the Grand Central Terminal Bldg. nearby. The CBS schedule calls for completion of the installation early in 1939 but no date has been set for actual broadcasting of visual programs. CBS said that when the station takes the air it will climax almost a decade of television experimentations. In 1931 CBS broadcast the first regular schedule of television programs undertaken in this country. In those days 60-line transmission was used whereas the new equipment, like the NBC transmitter, uses 441 lines.

The CBS transmitter, built at a cost of $500,000, will cost another $150,000 to install. Tests, according to CBS, show that from the Chrysler Tower vantage point the transmitter should provide primary coverage within a radius of about 40 miles over a total area of about 4,800 square miles. The new antenna was designed under the direction of Peter C. Goldmark, Columbia's chief television engineer. It comprises 16 independent dipole antennas—eight for sound radiation and eight for visual images. To insure maximum efficiency during winter, all antennas will be heated from the inside and thermostatically controlled so that ice cannot form.

The transmitter will use approximately 500,000 watts input. Transformers and feeders now being installed will supply some 1,000,000 watts with the additional power supply used as a guarantee against interruptions of broadcasts in the event of failure. Latest safety equipment is being employed in the transmitter because of high voltage. The new transmitter will operate with the call W2XAK.

NBC, at its last sight broadcasts before the shut-down in mid-September, put on the first televised man-in-the-street interview using its mobile equipment to televise an announcer in Rockefeller Center asking questions of passers-by.

* * *

NBC on Sept. 1 started television tours, regularly conducted between the hours of 10 a. m. and 11 p. m. daily, to explain to the public the fundamentals of television and giving an opportunity for close examination of the apparatus. Visitors participate in television demonstrations themselves, each group appearing before the camera for the party following, which sees the first group on receivers in an adjoining room. The exhibit includes a complete television studio, a self-contained unit, entirely separate from that now in use for experimental telecasts. Reception is shown on RCA experimental receivers, and there is a display of miniature settings, backgrounds and special visual effects.

GOP's Hillbillies

EVIDENTLY emulating W. Lee O'Daniel and his Hillbilly Band radio success in Texas, the County Republicans in St. Albans, Vt., have signed the *Kentucky Ramblers* Hillbilly troupe for three broadcasts a week over WQDM from Oct. 3 until Nov. 7. Along with a WQDM announcer, the Ramblers will make personal appearances in 14 communities in Franklin County. The troupe, which broadcasts from a local theatre, has jumped the income of the theatre some 300% for Saturday matinees.

NBC's New Shortwaves

THE MOST comprehensive schedule of American shortwave broadcasts to Latin America ever attempted will be launched by NBC as a result of assignment by the FCC of two new shortwave frequencies to W3XAL and W3XL, it was announced Sept. 26 by Frank E. Mason, NBC vice-president and director of the International Division. The two additional frequencies, 9,670 and 21,630 kc. fill out NBC's complement of wavelengths necessary to render year-round day and night service to Latin American as well as European listeners on a regular schedule.

Lydia Pinkham Adds 15

LYDIA E. PINKHAM Medicine Co., Lynn, Mass., on Sept. 26 added disc outlets to its Mutual Network program, *Voice of Experience*, fifteen Southern stations are used. This total of 71 stations is the largest ever used by this program since its initial broadcast in 1924. World Broadcasting System will place wax disc versions of the program over the following stations: WLAC WIS WDSU KWKH WBRC WSPD WIOD WJAX KLRA WREC WGST WMAZ WTLC WSOC WGAN. Erwin, Wasey & Co., New York, is agency.

AUTOMATIC AUDIO measuring assembly recently developed by CBS and set up in the control room of an auxiliary studio of WABC, New York, is pictured here. The equipment, readily portable and completely a.c. operated, consists of an audio oscillator, a high-speed power-level recorder and transmission panel. The assembly, which automatically graphs the response-frequency characteristic of equipment being tested, was developed by H. A. Chinn and V. N. James of the CBS general engineering department, and can record the actual growth or decay of sound at a rate of 560 db. per second.

Brown for Post Toasties

GENERAL FOODS Corp., New York (Post Toasties), on Oct. 8 starts its Joe E. Brown program on 61 CBS network stations, Saturday, 7:30-8 p. m. (EST), with a West Coast repeat, 8-8:30 p. m. (PST). Program will originate at Columbia Square studios, Hollywood. Talent will include besides Brown, Frank Gill and Bill Demling, comedians; Margaret McCrae, vocalist, and Harry Sosnick's orchestra. Gill and Demling will double as writers. Viola Brothers Shore has also been given a writing assignment on the show. Donald Cope will produce. Agency is Benton & Bowles, New York.

P & G Adds in Michigan

TO THE four stations of the Michigan Radio Network—WFDF, Flint; WJIM, Lansing; WELL, Battle Creek, and WIBM, Jackson—which joined the NBC-Blue network as a group on Sept. 25, made available to NBC advertisers only as a group at a combined evening hour rate of $240, Procter & Gamble Co., Cincinnati, added *Ma Perkins, Story of Mary Marlin, Vic & Sade* and *Peper Young's Family*. These shows are broadcast on the Blue consecutively from 10:45 to 11:45 each morning, Monday through Friday.

Gunzendorfer to KSRO

WILT GUNZENDORFER, well-known in Pacific Coast radio and advertising, has been appointed manager of KSRO, Santa Rosa, Cal. He has been identified with radio since early 1932 when he joined Don Lee Broadcasting System, San Francisco, as associate in the Thomas Lee Artists Bureau. Transferred to Hollywood when the Thomas Lee Artists Bureau moved from Los Angeles to the former city, he later became identified with Amory Eckley Agency, Hollywood talent service, as partner, severing that association to take over management of KSRO. Larry Thatcher, formerly Healdsburgh, Cal., newspaper executive, who recently joined KSRO, has been appointed commercial manager of the station.

Old Jersey Law Revived In Order Against NBC

THE Public Utility Commission of New Jersey has ordered NBC to appear in Newark Oct. 18 to show cause why the Commission should not issue an order to stop it from proceeding with construction of a transfer for its ultra-high frequency station, W2XDG, at Bound Brook, N. J., also the site of the WJZ transmitter. Commission order is based on a law passed some years ago which gives the P. U. C. power over radio in New Jersey. The law is said to have been enacted to protect local listeners from interference of powerful stations nearby, which in those days of non-selective receivers was a real hazard.

NBC, having for some time been experimenting with W2XDG and W2XDH, broadcasting from the roof of the RCA Bldg. in New York, wants to move one of the stations to New Jersey, and has obtained a construction permit to do so from the FCC. Queried concerning the order of the New Jersey Commission, NBC issued the following statement: "NBC believes the statute of the State of New Jersey, requiring the operator of a broadcasting station, licensed by the FCC, to secure a certificate of convenience and necessity from the New Jersey Board of Public Utility Commissioners, to be an unconstitutional exercise of regulatory power by the State, inasmuch as the Federal Government has already completely regulated the field of broadcasting."

Title Trial is Set

DENYING the request of Beth Brown, novelist, for a temporary injunction in her suit against NBC, Bristol-Myers Co., Crosley Radio Corp., and Pedlar & Ryan, for the use of the title *For Men Only* on the Vitalis program, New York Supreme Court Justice Charles B. McLaughlin has set the trial for Sept. 30. Miss Brown contends that she has exclusive rights to the title of the air show as she had a novel published in 1931 with the same title.

Fels Takes *Hobby Lobby*

FELS & Co., Philadelphia (Naptha soap chips), has purchased Dave Elman's *Hobby Lobby* for 13 weeks beginning Oct. 5 on NBC-Blue, Wednesdays, 8:30-9 p. m. (NBC-Red on Pacific Coast). This program was heard on NBC-Red network during the summer months sponsored by General Foods Corp., New York, for Jell-O, replacing Jack Benny. Agency in charge is Young & Rubicam, New York.

Loose-Wiles on Yankee

LOOSE-WILES BISCUIT Co., Long Island City, N. Y., will start *The Sunshine Reporters* on 10 Yankee stations, starting Oct. 4 and using the 7:30-7:45 p. m. period Tuesdays and Thursdays, for 13 weeks. Agency for Loose-Wiles is Newell-Emmett Co., New York.

STANDARD CIGARS Corp., Pittsburgh, is using a test announcement campaign for Dry Slitz cigars, four times weekly on WCOL, Columbus, and five times weekly on WGAR, Cleveland. Gardner-Rothschild Adv. Agency, New York, is the agency in charge.

Late News and Personal Notes

RICKERD, MULBERGER & HICKS, Detroit, has appointed R. H. Edsall to head its radio department. Mr. Edsall formerly was with Brace Beemer, Detroit, and previously WXYZ, Detroit. The agency has been appointed to handle a national radio campaign for Practical Diesel Training Co. of Detroit. Mr. Edsall will be the executive contact on the account.

SIMONIZ MFG. Co., Chicago (Simoniz Kleener), has started a quarter-hour live talent Sunday show titled the *Sunshine Hour* on WAAB, Boston, and WMAQ, Chicago. George H. Hartman Co., Chicago, has the account.

CEDRIC SEAMAN, adv. manager of Continental Baking Co., New York, has been named director of sales and advertising, succeeding the late George M. Gottfried.

FREDERICK E. LOWENFELS & Son, New York (Hotel Bar butter), on Oct. 2 will start *Transradio News*, featuring Frank Singiser, on WOR, Newark, Sunday, 10-10:15 a. m. Neff-Rogow, New York, is the agency.

FITZPATRICK Bros., Chicago (Kitchen Klenser), on Sept. 23 started *The Lady's Answer*, thrice weekly, 15-minute live show on WGN, Chicago, and *Meet the Missus*, six weekly disc show, on WBBM. On Oct. 1 the firm started *Mrs. Goes to Market*, five weekly disc show on WBBM, Chicago. Neisser-Meyerhoff, Chicago, has the account.

WYLER & Co., Chicago (bouillon cubes), on Oct. 10 will start an hour disc show six mornings weekly called *Rise & Shine* on WCFL, that city. Neisser-Meyerhoff, Chicago, has the account.

DR. PRESTON BRADLEY has resumed his foreign news comments on WBBM, Chicago, sponsored by Longines Watch Co., New York, through Arthur Rosenberg Co., New York.

L. N. MARKS, continuity editor of Universal Radio programs, will conduct a course in radio writing at the College of Paterson, Paterson, N. J.

AUSTIN GRANT, newscaster at WWJ, Detroit, is the father of a baby girl, born Sept. 24.

GEORGE MATEYO, of the WOR sales promotion department, has been appointed to the faculty of New York University School of Commerce as marketing instructor. He commenced his new duties Sept. 21.

WILLIAM BURKE MILLER, night news editor of NBC, New York, was married Sept. 26 to Alice Reinheart, actress.

ROBERT E. ARDEN, who has spent 20 years as a European foreign correspondent, will be the feature of *News and Views of Foreign Affairs*, a new program to be broadcast on WATL, Atlanta, Tuesdays and Fridays, 8:15 p. m., and Sundays, 7:15 p. m. Mr. Arden will give his own opinion and analysis of world events, inviting the audience to send in questions in any language.

ALFRED ALISTAIR COOKE, British journalist heard as commentator on the NBC-Red network in 1937, arrived back in America from England on the *Normandie* Sept. 26.

WILLIAM N. ROBSON, CBS staff director, is aiding Didier Van Ackere of the Agence Radiophonique Universelle of France, in making a series of 30 French recordings based on Ackere's impressions of America.

BEN FARMER, co-owner and chief engineer of WGTM, Wilson, N. C., was married Sept. 11 at Wilson to Dorothy Dickinson of that city. Mr. and Mrs. Farmer were in Washington for their honeymoon and later plan to motor to the West Coast.

ROGER C. PEACE, owner of WFBC, Greenville, S. C., and publisher of the Greenville *News* and *Daily Piedmont*, sailed for Europe with his family on the *Normandie* on Sept. 28.

ALFRED B. SAMBROOK of World Broadcasting System was married on Sept. 24 to Miss Kay Marshall of Troy, N. Y.

DORIS RUUTH, is resigning after four years as secretary to Robert Morris, NBC division engineer, to marry Charles L. Townsend, television engineer at NBC, on Oct. 7.

PHILLIPS H. LORD, New York (radio productions) is enlarging its offices and increasing its personnel because of new business plus additional time and effort on new program ideas. Alonzo Deen Cole, well-known program director, has been appointed script editor. Jay Hanna is production chief. A research department has been established and the publicity department enlarged with Sam J. Slate, formerly of the AP, UP and CBS, as director, and Helen Hutson Weber, formerly of the Mandeville Press Bureau, assisting.

WILLIAM C. MITCHAM Jr., secretary of the chamber of commerce of Blowing Rock, N. C., has been named special events and publicity director of WBT, Charlotte, by Lincoln Dellar, general manager.

Firestone From Fairs

FIRESTONE Tire & Rubber Co., Akron (farm tractor tires), will sponsor three broadcasts from the National Dairy Show in Columbus on Oct. 11, 12, 13, over 57 NBC stations, and five broadcasts from the International Live Stock Show in Chicago, Nov. 28 to Dec. 2, on 113 NBC stations. All broadcasts will be from 4 to 4:15 p. m., with rebroadcasts at 5:45-6 p. m. Programs were placed through Sweeney & James Co., Cleveland.

Rumford's Spots

RUMFORD CHEMICAL WORKS, Providence (baking powder), from Sept. 15 to Nov. 21, are running 30-word announcements six times weekly a. m. and p. m. on about 25 stations, a complete list of which will be announced later. Atherton & Currier, New York, is the agency in charge.

NBC Silence

PAUL HODGES, WCPO announcer, broadcasting his nightly Coryell 70 *Train Time* from Cincinnati's Union Terminal recently, found NBC's Sheldon Hickox at his microphone ready to be interviewed. Rising to the occasion, Train Timer Hodges reversed the usual man-on-the-street procedure and flooded Competitor Hickox with an account of the advantages and popularity of WCPO, giving him no chance to sing the praises of NBC.

SOVIET RUSSIA, which has been buying the large part of its original radio equipment in the United States, has placed an order with Scophony Ltd., London, for television transmitting and receiving apparatus for installation at Leningrad.

FCC GETS APPEALS IN GRANT TO WMEX

APPEALS from the twice-decided action of the FCC granting WMEX, Boston, a high-powered regional assignment on 1470 kc. with 5,000 watts full time were filed Sept. 24 by WAAB, Boston, and WLAC, Nashville. On Sept. 26, WCOP, Boston, also appealed.

Originally granted some two years ago, the FCC first authorized the Boston station to change its status from a local to a high-powered regional without hearing. As a result of protests, the case was redecided and a grant again authorized. WAAB appealed on economic grounds, as did WCOP. WLAC, through Attorney Paul D. P. Spearman, appealed on the question of interference, since it operates on the 1470 kc. channel and also alleged that the assignment would curtail its secondary service.

W. P. Stuart, publisher of Prescott, Ariz., on Sept. 16 appealed from the FCC decision granting the application of the Southwest Broadcasting Co. for a construction permit for a new station at Prescott on 1500 kc. with 100 watts night and 250 watts day. It contended that this precluded the granting of its own application requesting the same facilities in the same city. It was also contended that the Commission's decision lacked proper and adequate findings and that there was not sufficient evidence to sustain the findings.

ANA Holds Session

ADHERENCE to the policy of honesty in advertising was emphasized to the Association of National Advertisers, meeting Sept. 28-Oct. 1 at Hot Springs, Va., by James A. Horton, chief examiner, Federal Trade Commission. Mr. Horton called for voluntary cooperation by advertisers to reduce the need for formal FTC action involving advertisers. Other speakers at the convention included Gilbert Kinney, AAAA chairman and vice-president of J. Walter Thompson Co.; Richard Compton, of Compton Adv., New York; Chester J. LaRoche, president of Young & Rubicam; Dr. George Gallup, Young & Rubicam; John Caples, BBDO; Harold Thomas, Centaur Co. and ANA board chairman.

Seek Best Announcer

FOURTH annual Radio Announcers Contest of Washington, D. C., sponsored by the Henry J. Kaufman Adv. Agency, opens Oct. 3 for a two-week battle of words to select the outstanding staff announcer on Washington's four radio stations. Graded on diction, sincerity and effectiveness, the 18 contestants are to be judged by a committee of radio critics, advertising men and civic leaders.

AFA Convention Dates

ADVERTISING Federation of America will hold its 35th annual convention at the Waldorf-Astoria Hotel, New York, June 18-22, inclusive, next year. The Federation board of directors is meeting in New York on Oct. 7 to pass upon preliminary plans, appoint committees and discuss the Federation program of yearly activities.

31" x 21½" Radio Outline Map

Magnified Portion of Map is Actual Size

A Few Map Users

Campbell Ewald Co. of N. Y.
Hays MacFarland & Co.
Harold S. Chamberlin & Associates
Gardner Advertising Co.
Morse International
Dr. W. B. Caldwell, Inc.
The Caples Co.
The Potts-Turnbull Co.
Ralston Purina Co.
Aubrey, Moore & Wallace
Longines-Wittnauer Co.
Russel M. Seeds Co.
Lennen and Mitchell
E. I. DuPont de Nemours & Co.
Wade Advertising Agency
The Ralph H. Jones Co.
The Chattanooga Medicine Co.
Booth Pelham & Co.
J. Carson Brantley Adv. Agency
Tomaschke-Elliott
Blackett-Sample-Hummert
Petroleum Advisers, Inc.
American Professional Baseball League
Russell C. Comer Adv. Co.
Campbell-Ewald Co.

Features

1. Size: 31" x 21½"
2. Locates all U. S. and Canadian stations
3. Indicates number of stations per city by symbols
4. Outlines and names each county, state and province
5. Reverse side lists each station by state, city, call letters, frequency and power
6. Shows time zones
7. Printed on white ledger paper that permits use of ink
8. Mailed flat

Users

Advertising Agencies
- Mapping spot and network campaigns
- Making presentations to clients and prospective clients
- Radio research work

Radio Stations
- Defining coverage, and markets
- Sales presentations, mapping competitive station situation, comparative markets, etc.

Radio Advertisers
- Mapping markets and campaigns
- Statistical uses

Station Representatives
- Mapping stations
- Presentation data

News Services, Transcription Libraries, Networks, Etc.

PRICES: Single Copies, 35c • 10 Copies or More, 25c
10% discount in quantities of 50 or over

BROADCASTING
Broadcast Advertising

National Press Building, Washington, D. C.

Radio Advertisers

CONSOLIDATED CIGAR Corp., New York (Harvester cigars), on Sept. 26, began a fifteen-minute, thrice weekly test program featuring Frank Singiser, Transradio Press reporter, on WOR, Newark. No other stations are to be used. Agency is Erwin, Wasey & Co., New York.

TRUAX TRAER COAL Co., Cincinnati, through Harry B. Miles & Associates, Cincinnati, on Sept. 25 started its *Weather Prophet & News Reporter* on WHO, Des Moines, Sundays, in a cooperative campaign with its local dealers.

PLOUGH Inc., Memphis, manufacturers of St. Joseph Aspirin and Penetro products, has purchased Breethem breath tablets and all assets incident to its manufacture from Tennessee Products Co., Nashville, and will move all machinery and equipment of the Breethem plant to Memphis. Lake-Spiro-Cohn Inc., Memphis, handles Plough Inc. advertising.

LOG CABIN BAKING Co., Chico and Oroville, Cal., has appointed Sidney Garfinkel Adv. Agency, San Francisco to handle its advertising, and plans to start immediately a campaign using radio, newspaper, outdoor and point-of-sale promotion.

ROUNDY, PECKHAM & DEXTER, Milwaukee (canned foods), is sponsoring the transcribed life of Buffalo Bill Cody thrice-weekly on WTMJ, Milwaukee. The show is produced by R. U. McIntosh & Associates, North Hollywood. Neisser-Meyerhoff, Milwaukee handles the account.

SLATER SHOE Co., Montreal, has placed an eight-week campaign from Sept. 15 on CFCF, Montreal; CFRC, Kingston; CFRB, Toronto; WSYR, Syracuse; WHAM, Rochester; WIBX, Utica; WOKO, Albany; WNBF, Binghampton. A. McKim Ltd., Toronto and Montreal, has the account.

PURITY BAKING Co., Toronto, will place in October a local live talent program in Montreal, on CFRB, Toronto, in Winnipeg, Calgary and Vancouver. A. McKim Ltd., Toronto, placed the account.

DAY & NIGHT HEATER Co., Los Angeles (water heaters), will continue to use daily time signal announcements on KPRC, KRLD, KMJ, KSFO and KNX, having renewed in September for another 52 weeks. Hixson-O'Donnell Adv., Los Angeles, has the account.

Bakery Success

WESTCHESTER Master Bakers Inc., independent bakery group of Westchester County, recently counted $40,000 sales after a $275 13-week promotion campaign on WFAS, White Plains, N. Y. The schedule consisted of a quarter-hour weekly participation in the *WFAS All-Request Club*, along with four announcements weekly on other *Request Club* broadcasts, embracing a popularity contest for children based on a votes-for-purchases plan, with bicycles, roller skates, and radios as prizes.

DEKALB AGRICULTURAL Assn., Humboldt, Ia., breeders and producers of hybrid seed corn, is sponsoring *Corn Belt Farm Hour* on WHO, Des Moines, Saturdays, 12-12:30 p. m. Herb Plambeck, WHO farm editor, plans, produces and presents the program, on special occasions taking his microphone to stock auctions, cattle shows and fairs for first-hand accounts of farm doings.

EDWARDS DEPARTMENT Store, Syracuse, N. Y., recently renewed two series of weekly hour programs on WSYR, Syracuse, the *Edwards Juvenile Hour*, Saturday morning amateur hour, now in its ninth consecutive year, and a radio cooking school, now in its fourth year.

UNIVERSAL MILLS, Fort Worth, is sponsoring thrice-weekly the *Universal Cowboys*, featuring cowboy ballads, on WBAP, Fort Worth, and Texas Quality Network, Tuesday, Thursday, Saturday at 6:15 a. m. Personal appearances are being arranged in towns selling Red Chain feeds and Gold Chain flour.

R. H. MACY Co., New York, is sponsoring *Consumers' Quiz Club* on WOR, Newark, Mondays through Fridays, 12:45-1 p. m., with Fred Uttal interviewing housewives and shoppers.

YELLOW CAB Co., San Francisco, recently launched a spot announcement campaign over two California stations, with the possibility that it may spread to an increased number of stations for the winter months. Stations now being used are KSAN, San Francisco, and KFAC, Los Angeles. Account was placed through Rufus Rhoades & Co., San Francisco.

GENERAL MILLS, Minneapolis (Wheaties), and Socony Vacuum Oil Co., New York (Mobiloil-Mobilgas), have signed an additional contract with WNEW, New York, to broadcast play-by-play descriptions of the International League playoff series. If the Newark Bears participate, the Little World series will also be described. Earl Harper announces the series, placed thru Knox Reeves Adv. Agency, Minneapolis.

NATIONAL GROCERY Co., Seattle, has started a culinary quiz program, *Cook Book Quiz*, on KOMO, Seattle. The show runs twice weekly for 36 weeks. Izzard Co., Seattle, has the account.

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Club pipe tobacco), which assumes sponsorship of *Vox Pop* on NBC-Red as a Saturday evening program Oct. 1, is continuing its news and sports broadcasts on WLW WTMJ WTAQ WSAU KVOO WHO. Agency is Ruthrauff & Ryan, New York.

THE BUSIEST RADIO STATION OF THE MARITIMES

CHNS

Halifax, Nova Scotia

WM. C. BORRETT, *Director*

ALL PROGRAMS ARE ALSO BROADCAST OVER SHORT WAVE

CHNX

DONE FORGOT WHERE I PLANTED THE OATS!

Farms out here in the Red River Valley are bigger - - and the farmers more prosperous - - than in any other part of the West North Central area . . . . Our farm lands and buildings are valued one-third higher [$927.18 per capita as against $695.62]. And our retail purchases show about the same ratio!

WDAY commands this whole rich section virtually without competition - - and at one low cost. Why don't you send for ALL the facts?

WDAY, INC.

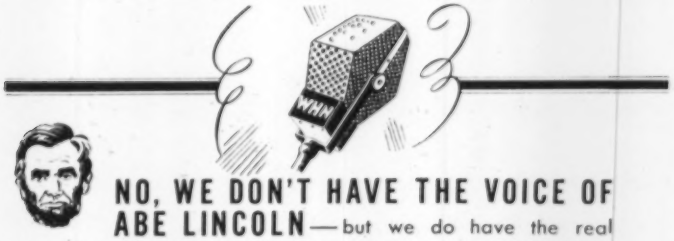
N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT



NO, WE DON'T HAVE THE VOICE OF ABE LINCOLN — but we do have the real voices of P. T. Barnum, Theodore Roosevelt, Sarah Bernhardt and scores of others. These people — long dead — come to life on this amazing program, "VOICES OF YESTERDAY"... Here's a show that's packed with showmanship, a 15-minute program that's talked about by almost every newspaper in New York... Here's your chance to get an unusual weekly program at an amazingly low cost. Write or wire WHN.

WHN
DIAL 1010
NATIONAL SALES REPRESENTATIVES EDWARD PETRY & CO., INC.

In our proved primary listening area in one of the world's biggest and richest markets there are—

OVER
915,000
RADIO
FAMILIES

You can tell them your sales story most economically by using the big popular pioneer station—

WHAS
LOUISVILLE, KY.

50,000 watts . . . 820 Kc.
CBS Outlet . . . Nationally cleared channel

EDWARD PETRY & CO.
National Representatives

GERTH-KNOLLIN ADV. Agency, San Francisco, has been chosen to handle the campaign being planned by San Francisco Peninsula Inc., newly-formed advertising organization. It is reported to be planning a $50,000 advertising campaign for 1939, in which, it is expected, radio will be one of the media used. Eight agencies made presentations.

FRANK H. LEE Co., Danbury, Conn. (Lee hats), on Oct. 3, will start a thrice-weekly program sponsoring George H. Combs Jr., news commentator, on WHN, New York, for 13 weeks. No other stations will be used this fall. Agency is Bermingham, Castleman & Pierce, New York.

OGILVIE FLOUR MILLS, Winnipeg, has extended its *Barnacle Bill* transcriptions to three more western stations—CHAB, Moose Jaw; CKBI, Prince Albert; CFAR, Flin Flon—18 stations now carrying the show. J. J. Gibbons Ltd., Toronto, handled the account.

NOVA KELP Co., Toronto (medicinal) extended its Ontario and Quebec network's Saturday evening *What Do You Know* program on Sept. 24 to the CBC Prairie Network and CFPL, London, Ont. On Dec. 1 the program is to be extended further to the British Columbia network. The program is now carried by CFRB, Toronto; CKLW, Windsor; CKCO, Ottawa; CKAC, Montreal; CFPL, London; CKTB, St. Catherines; CKY, Winnipeg; CKX, Brandon; CKCK, Regina; CKBI, Prince Albert; CFQC, Saskatoon; CHAB, Moose Jaw; CJOC, Lethbridge; CFAC, Calgary; CJCA, Edmonton. The account is handled by Radio Publicity & Adv. Co., Toronto.

KENNETH GROSS, radio director of Fidelity Brands Inc., New York, arrived in Hollywood Sept. 16 to line up a half-hour network show for late fall release.

50 TO 5,000 is the brief story of the power rises of KDYL, Salt Lake City, since it was founded in 1922 as one of the country's earliest stations. Here Sidney S. Fox, president, is shown at dedication of KDYL's new 5 kw. RCA transmitter Sept. 13. Ceremonies in KDYL's Radio Playhouse included talks by Gov. Blood, Senator Thomas and Don Gilman, NBC western division vice-president.

HERNANDO DE SOTO Exposition, to be held in Tampa, Jan. 31 to Feb. 18, 1939, has closed contracts with all commercial broadcasters in the state for spot announcements during January, through the office of W. Walter Tison, manager of WFLA, Clearwater, and president of the Florida Assn. of Broadcasters.

WESTERN CANADA Flour Mills Co., Toronto, has started a 13-week twice-weekly women's transcription series on CJCB, Sydney; CFCY, Charlottetown; CHNS, Halifax; CFNB, Fredericton; CKCW, Moncton; CHSJ, St. John. In October a cooking school program will be placed on CKGB, Timmins; CJKL, Kirland Lake; CFCH, North Bay. A. McKIM Ltd., Toronto, placed the account.

FIDELITY BRANDS, Los Angeles (food products), using radio for the first time and placing direct, on Sept. 26 started a six-weekly half-hour morning program, *Household Harmony*, featuring Lew Palmer, on KMTR, Hollywood.

NORTH AMERICAN Accident Insurance Co., Newark, has signed a 13-week contract to sponsor *News by Knox Manning* on KNX, Hollywood, Thursday, 10-10:15 p. m. Contract starts Oct. 13, through Franklin Bruck Adv. Corp., New York.

GULF BREWING Co., Houston, Tex. (Grand Prize Beer), will soon start a series of quarter-hour sports review programs on the Texas State network and the Texas Quality network, supplementing the live network shows with some spot in Texas. Time, number of programs weekly and titles have not been announced. Ruthrauff & Ryan, Chicago, is agency.

BEKINS VAN & STORAGE Co., Los Angeles, in early September added KFBK, Sacramento, Cal., to its list of stations using daily time signal announcements. Firm is one of the oldest users of time signal announcements in California and is currently also using KHJ, KSFO, KFRC, KDB, KGB, KARM and KMJ. Brooks Adv. Agency, Los Angeles, has the account.

PERSONAL FINANCE Co., Los Angeles (loans), which has devoted its entire advertising budget to newspapers and other media, used radio for the first time in a 15-day test campaign on KDB, Santa Barbara, Cal. Test started Sept. 15, using an average of two spot announcements daily. Robert L. Nourse Co., Los Angeles, has the account.

LOOK magazine, Des Moines, on Sept. 13 started a weekly half-hour musical program on WGAR, Cleveland, for circulation promotion, Saturday evenings for 13 weeks, through Critchfield & Co., Chicago.

MAXIMES, Los Angeles department store, has appointed Hillman-Shane Adv. Agency, that city, as agency and is using five-weekly quarter-hour live programs and a weekly half-hour show on KEHE, Los Angeles.

MAN-O-WAR PUBLISHING Co., New York (turf publications) has renewed 52-week schedules with WMCA and WNEW, New York, thru Metropolitan Adv. Co., New York.

EASTERN WINE Corp., New York (Chateau Martin Wine), on Sept. 20 started *Chateau Martin Wine Party*, on WFAB, New York, Tues.-Sun., 11-12 midnight. The program will be continued on WEVD, New York, when this station officially takes over the time of WFAB, and other stations will be used after a short test period. Maurice Hart, WAAT announcer, is master of ceremonies. Agency is Alvin Austin Adv., New York.

STONER'S SHOE STORES, Los Angeles (Southern California chain) is using thrice-weekly 100-word announcements on KFI, that city. Contract is for 13 weeks, having started Sept. 27. This is the firm's first use of radio. Ruth Hamilton Associates, Los Angeles, has the account.

WILBERT PRODUCTS Inc., New York (floorwax), will sponsor Jimmy Jemail, inquiring reporter, on WHN, New York, starting Oct. 3, Mon., Wed., Fri., 7-7:15 p. m. No expansion of campaign is contemplated. Agency is W. I. Tracy, New York.

COW & GATE (Canada) Ltd., (evaporated milk) has placed a transcription program on CFRB, Toronto; CFRC, Kingston; CKSO, Sudbury; CJKL, Kirkland Lake, and CKGB, Timmins. Russel T. Kelley Ltd., Hamilton, placed the account.

J. C. PENNY Co., New York (chain stores), on Sept. 19 started *The Jangles*, five-weekly quarter-hour program on WOW, Omaha. The serial may be expanded to a regional or national list. Agency is Blackett-Sample-Hummert, Chicago.

THE MOST
POWERFUL
STATION

between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
UNLIMITED TIME

NATIONALLY
CLEARED CHANNEL

COMPLETE NBC
PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO
"THE VOICE OF OKLAHOMA"—TULSA

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

"HELLO, TED ENNS"
(Cramer-Krasselt Co.)

Did You say MARKET ?

But it never occurred to you that "PEORIAREA" has a population almost THREE times as great as ALL of Wyoming! A "cream" market, too, including the richest county in Illinois in Total Annual Farm Crops. You can cover PEORIAREA with WMBD.

Free & Peters, Inc., Nat. Reps.

WMBD PEORIA
MEMBER CBS NETWORK

STANDARD RADIO announces the sale of its Standard Program Library Service to WGAR, Cleveland, along with an Oct. 1 release of 20 new sound effects as additions to its Standard Super-Sound Effects Library. Additions include: Douglas D-2 airplane in take-offs and landings, plane effects for a war scene, seaplane effects, new harbor background, news program introduction including planes and sirens, new surf effects, the mass air flight of 450 planes at the American Legion Convention, Los Angeles, transcribed Sept. 23.

RADIO TRANSCRIPTION Co. of America, Hollywood, under direction of Lindsay MacHarrie, production manager, has started two new programs, *Can You Imagine That?*, which relates oddities in the news, and *It Might Have Been*, a series based on historical facts. Firm is also cutting 39 additional quarter-hour episodes of *Mamma Bloom's Brood*, and *Jerry at Fairoaks*, the adventures of an orphan.

GROW & PITCHER Broadcasting Agencies, Toronto and Calgary, announces its appointment as Canadian sales agents for Mid-West Recording Co., Minneapolis, handling its children's transcription series *Buddy & Ginger*.

ASSOCIATED Cinema Studios, Hollywood program and transcription concern, which recently appointed Victor F. Collins, Los Angeles attorney a trustee, will not liquidate as planned, but will continue to operate under temporary management of K. N. S. Allaston, chief accountant.

C. P. MacGREGOR, Hollywood transcription concern, has started cutting a new quarter-hour series of 156 episodes, *Cavalcade of Drama*. Written and produced by Kimball Sant, the series will consist of 12 complete historical shows of 13 episodes each.

MILT M. BLINK, Chicago manager of Standard Radio, was to leave Oct. 1 for a 10-day business trip to Hollywood. Alex Sherwood, general sales manager of Standard Radio in Chicago, is visiting 75 eastern stations and expects to return in early November.

Procino-Rossi on 5

PROCINO-ROSSI Corp., Auburn, N. Y. (P—R macaroni products), on Oct. 2 will begin a half-hour weekly program, *International Melodies*, to continue for 26 weeks, Sun., 1-1:30 p.m., in a special hookup of WHEC, Rochester, WGR, Buffalo, and WSYR, Syracuse. Eduardo Barbieri, violinist and conductor, will direct the program of favorite compositions of Italian and other famous composers. Procino-Rossi is also sponsoring programs over WGY, Schenectady, Sun., 12:30-1 p. m. and WBRE, Wilkes-Barre, daily, 2-2:15 p. m.

"*A Blind Spot*" for All Outside Stations—
IF you want to Cover Rich
Central Pennsylvania
You *MUST* Use
WFBG
Altoona • Pa.

McCullough to Standard

ROBERT McCULLOUGH, sound effects technician formerly of WJR, Detroit, has been placed in charge of the New York office of Standard Radio Inc. opened in the RKO Bldg. Oct. 1. Mr. McCullough joined WJR in 1931 as an assistant in sound effects and was later put in complete charge of the sound effects department. Prior to that he was with the Michigan Bell Telephone Co. and head of a Detroit dramatic group called the Maskers. Experienced in recordings of sounds as well as in manual effects, Mr. McCullough frequently does free lance effects for the networks. During the past year he has built effects for many stations and recording companies. Telephone of the new office where a complete Standard sound effects library will be maintained is CIRcle 6-2168.

New Transcription Firm Organized in St. Louis

FEATURING several new ideas in transcription production and distribution, Broadcasters Mutual Transcription Service Inc. has been formed in St. Louis under the direction of James M. Althouse. Central offices have been established at 818 S. Kingshighway with representatives in New York, Hollywood, Rio De Janeiro and Paris.

Composed mainly of St. Louis broadcasters, the production staff includes Sterling Harkins, KWK program director; Wright Esser, formerly with British Broadcasting Corp.; Bert Igoe, KWK production director; James Dutson, KSD; Frank Eschen, KSD program director.

A new 22-page booklet completely describes the new organization, including technique, technical equipment, personnel, available features and prices. The "custom integrated program", which BMTS has devised as an economical replacement for custom built shows, particularly adapted to local sponsors, is fully explained.

Shoe Polish Test

OMEGA SHOE POLISH Co., Los Angeles, using radio for the first time, on Sept. 20 started for four weeks a five-weekly quarter-hour program, *News by Pat Bishop*, on KECA, that city, in a test campaign. Agency is Ruth Hamilton Associates, Los Angeles.

KQW SAN JOSE CALIFORNIA
THE ONLY STATION IN SANTA CLARA COUNTY.
California's 5th Radio Market
Annual Retail Sales Over $70,000,000
Full Mutual Don Lee Network Schedule
Representatives
John Blair & Company

Sustained Silence

"A SUSTAINING orchestra with nothing to sustain" is the paradox at WTIC, Hartford, following this month's wave of new commercials filling all daytime spots for which the orchestra was being groomed. A studio agreement with the Musicians' Union calls for a full orchestra at WTIC, whether the orchestra broadcasts or not. So musicians are rehearsing daily in front of dead microphones and wondering whether or not they'll ever be heard.

Heater Firm Tests

ANDREWS HEATER Co., Los Angeles (gas wall heater), which recently appointed Gerth-Knollin Adv. Agency, that city, to direct its advertising, is using five-weekly participation in the *Rise & Shine* program on KFRC, San Francisco. Contract is for 26 weeks, having started Sept. 15. Firm will also use other Northern California stations during late fall and winter.

New Wander Show

WANDER Co., Chicago (Ovaltine), on Oct. 17 will start a test on WMAQ, Chicago, 11-11:15 a. m., five days weekly, featuring an adult show the title of which has not been disclosed. Blackett-Sample-Hummert, Chicago, is agency.

TOPS!
IN PROGRAM POPULARITY
IN MERCHANDISING SERVICE
WE PROVE IT!
Geo. P. Hollingbery Co.
Natl. Reps.
WBIG
in Greensboro, N.C.
Write
Edney Ridge
Director
for
"COLD FACTS"
1000 W. Unlimited

THE GOLD RUSH OF 1938
SHREVEPORT is experiencing a "gold rush" . . . a rush for "black gold!" Oil was discovered at the very doors of Shreveport just two months ago, and already new wells are being drilled on every hand. This means added wealth in the South's richest market . . . even greater dividends for the advertiser.
In the Center of the World's Greatest Oil and Gas Area
KWKH 10,000 WATTS CBS
KTBS 1,000 WATTS NBC
SHREVEPORT • LA •

●It just isn't in the cards for a 100 watt station to broadcast a football game from a field a thousand miles from home. But KANS did* it, September 24th. THAT'S the enthusiasm KANS has for sale!

*Army Wichita University game broadcast direct from Westpoint with KANS announcers

K·A·N·S
WICHITA, KANSAS

Agencies

CHARLES CHRISTOPH, for two years head of the daytime radio department of Ruthrauff & Ryan, New York, has become vice-president of Blackett-Sample-Hummert, New York. He will be a creative executive and a key man on the staff, although it has not been decided what accounts he will handle.

DON STAUFFER, Young & Rubicam, New York vice-president in charge of radio, is in Hollywood to supervise launching of several sponsored network shows. Bill Stuart, West Coast publicity director, has returned after several months in New York.

MANN HOLINGER, radio director of Lennen & Mitchell, after several months in New York, has returned to Los Angeles and resumed management of the West Coast office.

JOHN CHRIST of J. Walter Thompson Co. Hollywood office, has been appointed assistant to Frank Woodruff, producer of the CBS *Lux Radio Theatre*, sponsored by Lever Bros. Co. He is producer of the NBC *One Man's Family*.

LEWIS S. KENDALL, formerly with Southern Sales Service, Vernon, Cal., has joined Glasser Adv. Agency, Los Angeles, as account executive.

OSCAR KRONENBERG has announced formation of Crown Advertising Inc., 342 Madison Ave., New York to serve the foreign language market, concentrating at present on the Jewish food market in the Metropolitan area.

BEN LARSON, Hollywood producer of Ruthrauff & Ryan, has been transferred to New York to produce the new *Tommy Riggs* program sponsored by Quaker Oats Co., on NBC-Red network starting Oct. 14.

R. C. LOCKMAN (left), CBS Hollywood account executive, looks on as Robert M. Hixson, secretary of Hixson-O'Donnell Adv., Los Angeles, and account executive on the Rio Grande Oil Co. account, signs the contract renewing for 52 weeks, effective Sept. 16, the weekly *Calling All Cars* program on 3 California CBS network stations (KNX, KSFO, KARM), Friday, 8:30-9 p. m. (PST). The 300th broadcast of this program, which will be the last one under this new contract, was thus assured.

MELVIN A. HOLLINSHEAD, for the last year and a half vice-president of Morner Productions, New York company engaged in the planning and production of commercial radio programs, has rejoined Campbell-Ewald Co. of New York in the executive service department. Before becoming associated with the Morner company, Mr. Hollinshead had spent 15 years with Campbell-Ewald, including six years in the radio department, the last two as vice-president in charge of radio in New York.

GLENDA SHIELDS, formerly of Wilhelm-Conroy-Wilson Adv. Agency, San Antonio, has joined Hugo Scheibner Inc., Los Angeles.

B. B. POPELL, formerly with Ruthrauff & Ryan in Chicago and Detroit, has joined Fred H. Ebersold Inc., Chicago, as copy director and account executive.

DAVID C. CASMIR has been appointed vice-president of Grant & Wadsworth & Casmir, New York, after an absence of five years, to take charge of new business and promotion. The agency on Sept. 20 established a radio department with F. W. Vurnside in charge.

GEORGE McGARRETT, Lord & Thomas New York producer, was scheduled to arrive in Hollywood Sept. 25 to supervise the W. C. Fields interlude to the CBS Lucky Strike *Hit Parade*.

BBDO has enlarged its offices at 1680 N. Vine St., Hollywood and also added Ted Bliss to the production staff. He was formerly KHJ, Los Angeles, production manager.

C. LAWTON CAMPBELL, head of Ruthrauff & Ryan, New York radio department, was in Hollywood during September to confer with Edmund (Tiny) Ruffner, West Coast manager.

FRED J. HAMM, recently resigned account representative for the toilet article division of Colgate-Palmolive-Peet Co., Jersey City, and former president of Moore & Hamm Agency, New York, on Oct. 3 will join Compton Adv., New York, to assist R. D. Holbrook, vice-president, on the Proctor & Gamble (Ivory brands) account.

MONROE HELLINGER, Lord & Thomas, New York, radio department, has been granted a six-month leave of absence to recuperate from a recent illness.

VAUGHN WEIDEL has closed his office as publishers' consultant to become vice-president of Metropolitan Adv. Co., New York, where he is in charge of a special department for servicing association and cooperative accounts.

N. W. AYER & SON recently opened new offices in Honolulu in the Dillingham Bldg. John S. Coonley, formerly with the Hawaiian Pineapple Co., is resident manager.

DONALD S. MANCHESTER has been elected a vice-president of Sidney Garfinkel Adv. Agency, San Francisco.

EDWARD SIMMONS, former program director of WAAF, Chicago, and more recently of the WGN production department, has resigned effective Oct. 3 to join Wade Adv. Agency, Chicago, where he will produce and direct the *Uncle Ezra* series for Alka-Seltzer.

JOHN ARTHUR ROBINSON, account executive of Ruthrauff & Ryan, Chicago, is the father of a boy, John Arthur Robinson Jr., born Sept. 17.

DAVE OWEN, Hollywood producer, has joined Blackett-Sample-Hummert, Chicago, as supervisor of all General Mills radio shows.

SAM BOOTH, formerly of WJEJ, Hagerstown, Md., has joined H.S.G. Adv. Agency, New York as salesman.

JAMES WRIGHT, account executive of Lord & Thomas, Chicago, was in Hollywood during September to sign W. C. Fields, comedian, for appearance on the CBS *Lucky Strike Hit Parade*, sponsored by American Tobacco Co.

MEL ROACH, production manager of Allied Adv. Agencies, Los Angeles, and Jeannette St. George, office manager of Smith & Bull Adv., that city, were married Sept. 10.

HOMER J. BUCKLEY, president of Buckley-Dement Adv. Co., Chicago, was in Hollywood during September.

GEORGE W. LAINE, who until recently had his own research and sales promotion office in Los Angeles, has joined Darwin H. Clark Adv. Agency, Los Angeles, as head of the copy and production department.

BUCHANAN & Co., Chicago, has moved to 919 N. Michigan Ave.

FULLER & SMITH & ROSS Inc., New York, has moved to 71 Vanderbilt Ave.

LANSFORD F. KING Advertising, Philadelphia, has moved to 112 S. 16th St.

NORMAN B. FURMAN, advertising agency specializing in foreign language radio, has moved to 117 W. 46th St., New York. The phone number is Longacre 3-0035.

ALVIN AUSTIN Co., New York, has moved to 32 East 57th St.

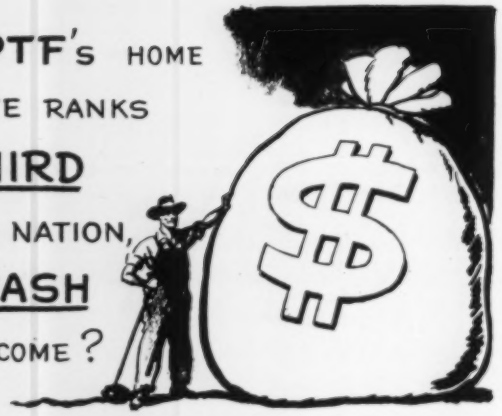
Ripley Wayne Bugbee

RIPLEY WAYNE BUGBEE, 38, vice-president of the Clements Co., Philadelphia agency, died Sept. 14 of Rocky Mountain spotted fever, probably caused by a tick bite during a recent vacation in the Canadian Rockies. Mr. Bugbee had been in the advertising business since 1925. He is survived by his widow, a brother, and a sister.

DO YOU KNOW?

—THAT ZACHARY TAYLOR, 12TH PRESIDENT, NEVER VOTED IN HIS LIFE?

—WPTF'S HOME STATE RANKS THIRD IN THE NATION, FOR CASH FARM-INCOME?



WPTF RALEIGH, N.C.
5,000 WATTS-CLEAR CHANNEL
FREE & PETERS, INC., NAT'L REPRESENTATIVES

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

Agency Appointments

NATIONAL INSTITUTE of Research & Economics, New York, using radio, direct.

NATIONAL PORCELAIN Co., Trenton, N. J., to Charles Dallas Reach Co., Newark.

PHARMATONE Inc., New York (cosmetics), to Casper Pinsker Adv. Agency, N. Y.

STAINEX Co., Leavenworth, Kan. (Stainex), to R. H. Samuels & Co., Kansas City.

PETER PAUL Inc., Naugatuck, Conn. (Ten Crown gum), Pacific Coast radio to Emil Brisacher & Staff, Los Angeles.

PROCTER & GAMBLE Co., Cincinnati (Fluffo vegetable shortening), to Compton Adv. Inc., N. Y.

SIDNEY WANZER & SONS, Chicago dairy products firm, to George H. Hartman Co., Chicago. Spot radio will likely be used.

ALFRED JOHNSON SKATE Co., Chicago, to Goodkind & Morgan, that city. Radio may be used.

BROADWAY DEPARTMENT STORE, Los Angeles, has appointed Lee Ringer, Advertising, Los Angeles, to direct its radio, outdoor, and street car advertising.

OLD DUTCH MILLS, New York (Old Dutch Coffee), to Peck Adv. Agency, New York.

WOLLMAN FABRICS, New York, to Peck Adv. Agency, New York.

JOSEPH MARTINSON & CO., New York (coffee), to Al Paul Lefton Co., New York.

DRACKETT Co., Cincinnati (Windex, Drano), has appointed BBDO, Chicago, to direct advertising. No plans have been made for radio.

MAGNAVOX Co., Fort Wayne, Ind., has appointed W. L. Diener Co., Chicago, to direct advertising. Radio may be used in the spring.

HOWARD CLOTHES Inc., New York, radio advertising to Redfield-Johnstone, New York.

Warwick, Legler Leave Cecil, Form Own Agency

H. P. WARWICK and Henry M. Legler are retiring as partners of Cecil, Warwick & Legler, New York, on Dec. 31, 1938, and will form a new agency, Warwick & Legler, with offices at 230 Park Ave., New York. The remaining partners, John H. Cecil and James M. Cecil, will continue operation of the agency, which was founded by them in Richmond, Va., and moved to New York in 1926.

H. P. Warwick will be president and Mr. Legler vice-president of the new agency. Sam Youngheart, Arthur Deerson, J. R. Warwick and L. M. Malitz will be vice-presidents. R. H. Hughes will be secretary and treasurer, and Preston H. Pumphrey will be radio director. Accounts will be American Legion Pub. Co., Hygrade Sylvania Corp., Julius Kessler Distilling Co., George W. Luft Co., Nonspi Co., Larus Bros. & Co., Seagram-Distillers Corp., Sherwin-Williams Co., John F. Trommer, Vince Laboratories and William R. Warner Co. (Sloan's liniment).

Reps

A NEW station representative firm has been started in Winnipeg by Dawson Richardson, formerly president of All-Canada Radio Facilities Ltd. The new organization will be known as Inland Broadcasting Services Inc., and will represent western Canadian stations exclusively in Winnipeg, with affiliated offices in Eastern Canada.

RAY LINTON, Chicago station representative, will sail Oct. 22 on the *Uruguay* for a four-month trip to South America to visit principal radio stations.

WQXR, New York, has appointed Joseph H. McGillvra as sales representative to handle the United States and Canada, with the exception of the New England and Mid-Atlantic Seaboard States, effective Sept. 15.

DAVID SANDEBERG, formerly commercial manager of KYA, San Francisco and more recently with John Blair & Co., station representatives, has been named San Francisco sales manager for the McClatchy radio stations and Bay District representative for the California Radio System. He succeeds Don Robbins, who resigned recently.

AL KERR, of William G. Rambeau Co., New York, has been promoted to manager of the New York office. Myron Elges, formerly of the Rambeau New York office, has joined Edward Petry & Co., that city.

Grabhorn's New Post

MURRAY B. GRABHORN, until recently vice-president of Hearst Radio Inc. in charge of its sales subsidiary, International Radio Sales, together with Fred Foy, former advertising manager of Shell Oil Co., has joined Wilding Picture Productions Inc., New York commercial motion picture producers. Mr. Grabhorn's 17-year-old daughter, Mary, on Sept. 15 was chosen out of a large field of competitors as the "ideal American college girl" and her portrait is being painted by the noted artist Bradshaw Crandall for the cover of *Cosmopolitan* in May. She is a freshman at Blue Ridge College, New Windsor, Md. The judges included Mr. Crandall, James Montgomery Flagg, John Powers and Fanny Hurst.

AT THE REQUEST of the Dixie network, Columbia has changed its usual 16-hour service per day, so that the Southern group will start its broadcasts at 8 a. m. instead of 8:30 a. m. and conclude at 12 instead of 12:30 midnight.

Cartwright to Petry

WILLIAM H. CARTWRIGHT, formerly Chicago manager of William G. Rambeau Co., has joined the Chicago staff of Edward Petry & Co., effective Oct. 1. Mr. Cartwright began his radio career in 1929 when he joined the McJunkin Adv. Co., Chicago, as research director and assistant director of radio. In 1931 he was named time buyer of the McJunkin agency, which position he held until 1933 when he joined the Rambeau organization. He was named manager of the Rambeau Chicago office in 1937.

Mr. Cartwright

● Did you know that WDWS' home city, Champaign, has the highest per capita buying power in Illinois? That's a reflection of the richness of the area WDWS serves . . . 300,000 persons in an unusually fertile rural area.

NEWS-GAZETTE STATION WDWS Champaign, Ill. Manager L. O. COLLISON

REPRESENTATIVE: SEARS AND AYER

Farmers in KYSM's territory

Look like bankers—

Spend like bankers.

They're sold on KYSM

They're sold by KYSM

What more could you want than a live wire station that dominates the rich, buying Southern Minnesota area . . . a station with KNOWN acceptance and KNOWN results!

Mankato, Minnesota **KYSM** Bob Kaufman Manager

HOWARD H. WILSON, CO.

Radio Station Representatives

CHICAGO — 75 EAST WACKER DR. CENTRAL 8744

NEW YORK — 551 FIFTH AVENUE MURRAY HILL 6-1230

KANSAS CITY — 1002 WALNUT ST. GRAND 0810

NATIONAL SERVICE TO STATION AND ADVERTISER

CLARK

for

QUALITY

in

ELECTRICAL TRANSCRIPTION PROCESSING!

Quality recordings require *quality* processing. That's why leading transcription manufacturers and radio stations specify CLARK pressings.

For 20 years CLARK has been the standard in electrical transcription and phonograph record processing. Both wax and acetate "masters" get careful skillful supervision. They come out right when CLARK does them.

For *quality* processing—say CLARK.

Clark PHONOGRAPH RECORD CO.

NEWARK · N · J ·

216 HIGH ST.

HUmboldt 2-0880

Purely PROGRAMS

PATRIOTIC program emphasizing the blessings of this country is *We Americans*, recently started by WHK, Cleveland. The feature keynotes democracy, teaching the history of our national resources and development, advantages of American citizenship along with methods of becoming a citizen, various nationality contributions to the history of America, and in general demonstrating democracy at work. Big red, white and blue broadside folder, "With the Air Full of War!" published by the station presents editorial and personal congratulations coming to WHK when the program started. Manager H. K. Carpenter is offering the feature without charge to other stations.

* * *

Might Have Been

ODDITIES in the news are dramatized on the *Inside Page*, run by Ray Barrett and sponsored by a local department store on WDRC, Hartford, Conn. Announcer Barrett, in his dramatizations, builds up around each item the story of "what might have been".

* * *

Items From the Marts

NEWS of the shopping world, with an eye particularly on woman listeners, is discussed informally by Nancy Dixon and Hugh Walton on WCAU, Philadelphia, during the daily quarter-hour *What's News on the Stores*.

We Want Peace

CALCULATED to comfort an audience worried by war scares, *Prayers For Peace* on CJCA, Edmonton, Alberta, presents ministers from Edmonton churches leading prayers. Mail response indicates that small groups throughout Northern Alberta gather daily to participate in the devotions. Church bulletin boards push the feature, and the local press announces the ministers and assisting soloists.

* * *

Opinions of Women

WOMEN'S opinions on everything under the sun is the description of a thrice weekly afternoon show called *Meet the Mrs.* on WGN, Chicago. Featuring Jim Fleming, WGN announcer and commentator, the series will be aired from the local Gray's Institute of Home Economics and will consist of interviews with members of women's clubs who hold their luncheons at Gray's. Opinions and not facts are the gist of the show.

* * *

Fan Thoughts

FIVE average sports fans informally discuss their favorite sport during the weekly quarter hour *Hot Stove League* on KFI, Los Angeles. A different group of men is chosen each week and they are at liberty to freely express their views during the broadcast. Ken Frogley, sports editor of the *Los Angeles Daily News*, acts as interlocutor, provoking arguments pro and con, adding spice to the conversation.

* * *

Signals Called

STUNT broadcast starting the fall football season on KGVO, Missoula was *What Goes On In a Football Huddle?*, with Nick Marianna taking his microphone right into the middle of Montana State University's Grizzlies' huddle at a night practice session on Dornblazer Field. Actual signals and discussions from the huddle came along with comments and explanations by Announcer Marianna.

WHILE Freeman F. Gosden, the Amos of *Amos 'n' Andy*, recuperated from a recent operation, the Campbell Soup Co. team broadcast their NBC-Red programs from Cedars of Lebanon Hospital, Los Angeles. Left to right are Ray Ferguson, NBC engineer; Joe Parker, producer; Charles Correll (Andy) and Freeman Gosden (Amos) during the first hospital room broadcast.

Lost in the Wash

ESSAY contest on "Erosion Control", based on WLW's weekly dramatization, *Fortunes Washed Away*, has been started among CCC enrollees in soil conservation camps by WLW, Cincinnati, and the U. S. Soil Conservation Service. Winner will receive an all-expense trip to Cincinnati and a box seat for a Cincinnati Reds baseball game. Contestants must give original ideas on the need for cooperative efforts in controlling erosion, based on facts brought out in *Fortunes Washed Away*, which is presented in cooperation with the Department of Agriculture and WLW's educational department.

* * *

On KDKA's Marquee

WEEKLY variety show, *On the Marquee*, of KDKA, Pittsburgh, features "discoveries" showing their talent, with a chatty continuity weaving the varied specialties together to escape ordinary cut and dried introductions. After talent and numbers are selected, Bill Beal arranges and writes continuity for each show individually, Al Egizi polishes up orchestral background, and Bill Hinds m.c.'s.

* * *

Fido Contest

NAMING of two Boston bull pups provided the program basis of its *Dogs & Game* series on WCKY, Cincinnati, as a feature of National Dog Week.

WBRE

ATTENTION ADVERTISERS & AGENCIES

Within a 15 mile radius of WBRE live over 500,000 good buyers and do THEY like radio.

Which is their favorite radio station?

Which station best serves these folks?

How is reception from outside network stations? Which station has credit for doing the best advertising job?

We say WBRE.

Your local dealers and representatives can give you some good answers to these and many other questions.

BEFORE YOU INVEST INVESTIGATE

— WBRE —

WILKES-BARRE, PA.
NBC Red and Blue

WILKES-BARRE *in the heart of the Anthracite* PENNSYLVANIA

"My husband is taking a radio-listening survey of Montreal . . . look what he did in his sleep last night."

CKAC, Montreal (Canada's Busiest Station)

Cincinnati Safety

ORGANIZED to promote the safety of children en route to and from school, the *WKRC Safety Patrol*, backed by WKRC, Cincinnati, had 15,000 members before school started and is expected to include half of the 108,000 Cincinnati school enrollment in its membership before long. The *Patrol*, growing out of an idea of Al Bland, m.c. on the *WKRC Dawn Patrol*, sports its own badge and theme song, and members win promotions in the organization for bringing in memberships. WKRC entertains members at a monthly free show and invites them in groups for regular *Safety Patrol* broadcasts, carried originally as part of the *Dawn Patrol* but now with time of their own.

* * *

That Second Guess

OUTSTANDING plays of last Saturday's football games is the gist of *Second Guessers*, a Sunday afternoon show on NBC-Blue, featuring six well-known football authorities—two each from the East, Midwest and West. The program switches from Chicago to New York, to San Francisco and prominent coaches and sportswriters analyze last week's mistakes on the gridiron.

* * *

Among the Markets

HOUSEWIVES are now informed of the latest trends in the consumer market by the consumer service program heard weekly on WNEW, New York, Sat., 1:15-1:30 p. m., under the auspices of the New York State Department of Agriculture and Markets. These broadcasts, prepared by the Consumer's Information Service, cover market prices, methods of preserving and preparing vegetables and fruits, and tested recipes for preparing new dishes.

* * *

Strad Classics

STRADIVARIUS violins are featured on Eddy Brown's *String Classics*, Wednesday evening program on WQXR, New York. Genuine Strads are played on the program, and their individual histories are discussed by J. C. Freeman, Stradivarius authority.

* * *

Racket Smasher

STORY of a *Man From Mars* who comes to earth as a crusader against rackets has begun as a five-days-a-week serial on MBS, 4:45-5 p. m. Program originates at WLW, Cincinnati, written by W. Ray Wilson of that station's script department.

Among the Greeks

COLLEGIATE atmosphere, with a swing band and three fraternity men as guests telling the history of their organization, is featured on *Fraternity Preview*, sponsored by a local clothier five nights weekly on KOIN, Portland, Ore. All speakers are college students, and before the series ends, it is expected over 40 fraternities will be represented.

* * *

Tales of the Trail

STORIES based on activities of Missouri and Illinois highway police in tracking badmen are dramatized on *Trailing the Highway Patrol*, sponsored on KSD, St. Louis, by Tidewater Associated Oil Co. Each program of the series ends with a safe driving message.

* * *

Ask in Any Language!

NEWS commentaries, with particular emphasis on world events, by Robert E. Arden, former European correspondent, are featured thrice-weekly by WATL, Atlanta. To promote the broadcast, listeners are invited to send in queries in any language, to be translated and answered by Mr. Arden.

All on the Air

ALL-REQUEST program is the musical quarter-hour, *Tel-a-Tunes*, sponsored daily on KSD, St. Louis, by Columbia Brewing Co. With Russ David, KSD musical director, at the piano ready to play, Announcer Clair Callihan handles incoming requests at a telephone near the microphone, and requests, acknowledgements and music all go on the air.

* * *

Out of the Kitchen

SHORTWAVED interviews with Tacoma housewives in their homes are carried on the *Just Calling* quarter-hour sponsored thrice-weekly by Carstens Packing Co., Tacoma, on KVI, Seattle. Program includes questions on home economics by Kay Kelly, director of KVI's women's programs.

* * *

WIP's Billboards

WIP, Philadelphia, recently contracted with Dave Lodge Inc. for six-month billboard coverage in the city and on main highways to New York, Lancaster and Baltimore.

The Newest in Pants

NEWEST wrinkles in men's fashions and music are featured on *What's News?*, sponsored weekly from the Radio Playhouse of KDYL, Salt Lake City. The program headlines The Sophisticrats, three male voices and a girl, with trio accompaniment, and is written by Dave Simmons.

* * *

Producers Shifted

KGO, NBC outlet in San Francisco, is searching for new ideas in radio entertainment during a recently inaugurated series of broadcasts called *For Your Approval*. Each program is handled by a different producer and listeners are invited to express their opinions concerning the offerings.

* * *

Fun for Guessers

TITLE and idea of twice-weekly feature, *To Be Announced*, on WATR, Waterbury, Conn. came when Program Director Jimmy Parker tired of labeling unfilled quarter-hours in the daily program log "to be announced" and decided to start a program that would keep listeners guessing.

WCBS

The Safeway to Central Illinois.

NATIONAL REPS. SEARS AND AYER

SPRINGFIELD ILLINOIS

ASSOCIATED WITH THE ILLINOIS STATE JOURNAL

ILLINOIS 2nd MARKET

If you can't read this - - ask any WNAX advertiser

WHY

WNAX

SALES COST LESS

Because you're talking to farmers through a farm station, you reach more farm homes at a lower cost per thousand.

Because WNAX has a dominating signal in five rich agricultural states . . . . . South Dakota, North Dakota, Minnesota, Iowa and Nebraska.

Because the greater part of our farm audience is now enjoying a most prosperous year. Because the corn crop is still 100% in much of our area, despite poor crops elsewhere.

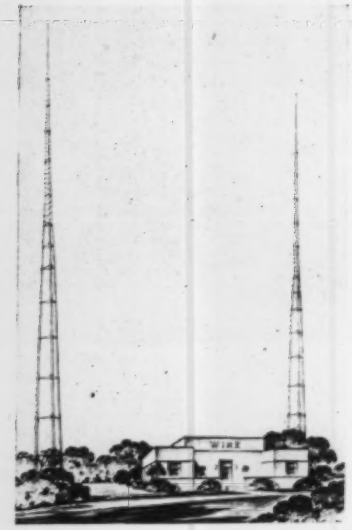
Because this loyal WNAX audience responds by buying . . . both by mail and through dealers.

Because we're proud of our long record of successful results, we've got to produce for you as well.

Yankton South Dakota

WNAX

Represented by Howard Wilson Company



Our Latest
Complete
Installation

WIRE
INDIANAPOLIS

•

Other recent installations during 26 years of tower erection

KDKA • KFYR
WRC • WTAM

•

EMERGENCY WORK
ANYTIME
ANYWHERE

•

J. NAT JOHNSON and COMPANY, Inc.
4744 West Rice St.
CHICAGO
Telephone:
Mansfield 1437
Residence Telephone
Austin 7182

Equipment

GATES RADIO & SUPPLY Co., Quincy, Ill., has introduced its new 3-B sound effects table, equipped with three turntables, four pickups and the complete motor board mounted on shock absorbers to prevent feedback between pickup when resting on the record and loud speaker at high volume. Control board has five ladder type faders controlling the four pickups and an external circuit, a master gain control and tone control, and key and push button control of motor and sound. Apparatus is contained in a 60 x 30 x 36 inch walnut cabinet.

WCFL, Chicago, on Sept. 22 inaugurated its new mobile transmitter, an RCA 15-watt standard transmitter installed in a sedan. On the same day a new weekly program called *Let's Take a Trip* was begun, featuring roving reporter Bob Purcell in a quarter-hour series of visits to local historical sites and buildings.

CFQC, Saskatoon, Sask., has installed a Gates 20-B console mixer together with RCA turntables and a Marconi audio peak compressor.

WATR, Waterbury, Conn., is erecting two new transmitter towers on Baldwin Ave., within the city limits, replacing the present single radiator atop the WATR Bldg. in downtown Waterbury, preparatory to operation with increased power. Construction is being supervised by Harold Thomas, head of WATR and a former Yankee Network engineer.

CKPR, Fort William, Ont., authorized to increase from 100 watts to 1,000 watts, is expected to go on the air with a new Marconi 1,000 watt amplifier on Oct. 1. A new station building was built and a 300-foot Blaw-Knox radiator installed.

the CJBR *Key*
to the Lower
ST. LAWRENCE

"I doubt if there is a more modern privately owned station in Canada"

. . . writes W. Eastland Fuller, Member of the CBC Board of Governors after visiting CJBR.

"My visit to Rimouski was one I shall not soon forget and I was greatly impressed with what is being accomplished. I doubt if there is a more modern privately owned station in Canada."

CJBR
RIMOUSKI, QUEBEC
1,000 Watts, Full Time
Affiliated with CBC

Ross A. Hull

ROSS A. HULL, 36, editor of *QST*, official organ of the American Radio Relay League, national amateur magazine, was killed at his home near Hartford the night of Sept. 13 when he came in contact with a loose live wire while working on his experimental television apparatus. According to best available reports, dinner guests found Mr. Hull lying on the floor of his radio room. His hands and face were burned and earphones were charred, presumably due to having brushed a high voltage wire as he was plugging in the power supply for his 4,400-volt transformer. A native of Australia, Mr. Hull formerly was in wireless work there and was noted for his numerous inventions in the shortwave field.

LOCATED four miles northwest of Indianapolis, the new $100,000 transmitter and plant of WIRE was inaugurated last month by Gov. Townsend of Indiana. The transmitter is an RCA 5-D, housed in a seven-room white stucco building trimmed in glazed brick. Twin towers 330 feet high are lighted by flashing beacons. The building was designed by Earl W. Lewis, WIRE chief engineer. J. Nat Johnson & Co., Chicago, installed the towers.

OVER $4,000 worth of new sound effects equipment was installed in the WOR-Mutual Radio Playhouse, New York, for use on *The Shadow*, mystery drama, sponsored by D. L. & W. Coal Co., which began its new series on MBS Sept. 25, 5:30-6 p. m. Included were a triple-turn table with amplifiers and equalizers, a 70-watt power amplifier and speaker cabinet, four-channel amplifier and equalizer cabinet, an echo chamber specially designed for this program and several newly-developed electronic and mechanical devices.

WACO, Waco, Tex., has purchased an RCA 100-EM modulator unit to use with its 100-E transmitter to increase power from 100 to 250 watts.

RCA Mfg. Co., Camden, has announced a new mobile sound broadcast unit, completely self-contained and operating from either 6-volt storage battery or 110-volt AC power supply, and designed for permanent installations as well as mobile use. Unit includes amplifier, input and output controls, phonograph turntable, two 12-inch permanent-magnet loudspeakers, and aerodynamic microphone.

CONSTRUCTION began Sept. 26 on the new 653-foot Truscon welded vertical radiator of WFAA, Dallas, and ceremonies were described on a special broadcast from the transmitter site near Grapevine, Tex.

Get Your Share
In HAWAII'S
$142,186,243.47 Market*
With
KGMB - KHBC
HONOLULU HILO
***Retail Sales:**
Fiscal Year 1937-8

Representatives:
CONQUEST ALLIANCE CO., INC.
New York, 515 Madison Ave.
Chicago, 203 N. Wabash Ave.
JOHN BLAIR & COMPANY
San Francisco, Russ Building

in the CONTROL ROOM

DALE L. SCANLON, Federal radio inspector at Grand Island, Neb., resigned effective Sept. 28. His future plans were not disclosed.

AMOS B. COLLINS, Federal radio inspector attached to the New York District, has been transferred in the same capacity to New Orleans.

JAMES V. SIMS, formerly of WEW, St. Louis and WCBS, Springfield, Ill. has joined KICA, Clovis, N. M.

CHARLES JUST, field engineer, and Al Eicholzer, control engineer, recently completed a two-week schedule of 85 remotes at WSYR, Syracuse, in connection with New York State Fair coverage.

FRANK MARTIN, engineer of WCAU, Philadelphia, is to be married Oct. 1.

CLARENCE SNELGROVE, chief engineer of CHML, Hamilton, Ont., is the father of a boy, born Sept. 18.

JAMES MATTOX, of WCKY, Cincinnati, is the father of a girl born Sept. 11.

HARVEY GLATSTEIN, transmitter engineer of WCKY, Cincinnati, has returned to work after a two-month illness.

JAMES F. MANSHIP, formerly chief engineer of KRIC, Beaumont, Tex., has joined the new KOME, Tulsa, in the same capacity.

FRANK MARTIN, of WCAU, Philadelphia, will marry Irma Reiker Oct. 1.

L. R. CLEMENTS, formerly of WABC, New York and while a student at the University of Minnesota with its station, WLB, has joined the engineering department of WCCO, Minneapolis and will headquarter at the transmitter near Anoka, Minn.

NORMAN BLAKE, formerly of WATR, Waterbury, Conn., has joined WBRK, Pittsfield, Mass.

JOSEPH MACKORA has returned to WATR, Waterbury, Conn., after several years at WTHT, Hartford.

DON BURRICHTER has joined the control and engineering staff of KMA, Shenandoah.

IRE Election Ballots

MAIL balloting for 1939 officers and directors of the Institute of Radio Engineers is now in progress, with elections to be announced in November or December. Candidates for president are R. A. Heising, Bell Laboratories, and Dr. C. B. Joliffe, in charge of the RCA Frequency Bureau, former FCC chief engineer. For honorary vice-president the candidates are G. A. Mathieu, Poland, and P. O. Pedersen, Denmark. Candidates for directors, three to be chosen, are H. A. Chinn, CBS; Virgil M. Graham, Hygrade Sylvania Corp.; R. A. Hackbusch, Stromberg-Carlson Co.; F. B. Llewellyn, Bell Laboratories; A. F. Murray, Philco; B. J. Thompson, RCA Mfg. Co.

THE 10,000-watt station being established by Newfoundland near St. Johns, is being built by the Canadian Marconi Co. at Montreal. The station will be of the latest design and will provide Newfoundland with a broadcasting service operated by a commission similar to the Canadian Broadcasting Corp., according to Canadian Marconi Co.

HARRY R. CHETHAM, 48, veteran wireless and radio operator, died in Boston Sept. 14.

FCC to Probe All Broadcasting

(*Continued from page 40*)

will be covered, with the intent of ascertaining whether there are conditions requiring correction.

Ten Days to File

In its letter to all station licensees which accompanied the Oct. 24 hearing notice, the Commission said that it plans to make "a comprehensive study of all contracts, agreements, and other arrangements between licensees of broadcast stations and other persons or organizations which involve the management, control, or operation of such stations."

Licensees were directed to file within ten days, or by Sept. 30, copies of all contracts or agreements affecting the station and a memorandum stating the substance of any such contract, agreement, or arrangement which has not been reduced in writing together with a verified statement setting forth in detail the manner and extent to which they affect in practice the management, control or operation of the station. Names and addresses of persons or organizations who are parties to the agreements, were requested.

The Committee informed licensees they would be advised later as to whether they would require the station to be present through a qualified witness at the hearing. Then stations were asked:

"If you have access to or possess any evidence bearing on any phase of the investigation which you believe should be presented for the consideration of the Commission, a notice of appearance should be filed in conformity with the notice of hearing."

Recording Companies

In asking stations to provide a detailed statement, properly verified, covering the kind and amount of electrical transcriptions or other recordings used or now being used for program purposes, the Commission also asked that past and present relations with recording companies be specified. Stock ownership contracts or other connections with recording companies also was requested. While the committee stated the order of appearance at the hearing would not be disclosed until after appearances are filed Oct. 5, it is expected that procedure followed at other hearings will be employed. Presumably, the hearings will be held from 10 a. m. to 4 p. m. Mondays through Fridays. While the length of the hearings has been variously estimated as from six weeks to two months, it is generally felt it would be difficult to end them in less than six weeks.

Order of Appearance

If usual procedure is followed, the Commission first will hear individuals and organizations not actually engaged in broadcasting, such as audience groups, educators, and the like. Then it is expected the Commission will present its own witnesses, probably Mr. Ring as the engineering witness, and Chief Accountant William J. Norfleet or Head Accountant DeQuincy Sutton, on statistical data developed for the hearing.

The order of appearance thereafter, it is expected, would cover the major networks, regional networks, individual station licensees, transcription companies, and others actively engaged in broadcasting. This is speculation based on past practice, since the committee has not yet considered the actual order of proceedings.

Aside from the major networks and transcription companies, it is known that Independent Radio Network Affiliates, recently made a permanent organization, will present testimony. It is expected that the National Association of Regional Broadcast Stations will file an appearance. The Clear Channel Group, as such, according to its counsel, Louis G. Caldwell, does not intend to participate.

The hearings were ordered pursuant to General Order 37, adopted by the Commission last March 18 [BROADCASTING, April 1]. Since that time various departments of the Commission have been preparing the preliminary data for the investigation. Mr. Dempsey has been in charge of this preparation, under the direction of the Committee. Chairman McNinch stated Sept. 20 that "almost all of the preliminary work" has been completed and that the Committee now is engaged in the "final preparation" for the hearing.

For 5 Years Running

SYRACUSE'S

Seven Leading Furniture Stores

have been consistent advertisers

on

WFBL

SYRACUSE

It's no cinch to sell furniture. You can't rely upon store traffic. You have to reach out constantly and bring in new customers. In a word, your advertising has got to produce . . . day after day . . . year after year.

And that's why the 7 leading furniture stores in the rich Central New York area advertise consistently over WFBL. That's why they have renewed their contracts regularly for the last 5 years.

WFBL has pulled definitely measurable—dollar-for-dollar—results in this high-unit-price, low-turnover field. Not for one store alone; not for any particular sale or merchandise offering; but consistently for 7 leading stores over a period of 5 years.

Hundreds of other advertisers—both local and national—will tell you a similar story of definite, day-in, day-out results. The record is too clear-cut, too unmistakable, to be ignored.

For full data on rates and time available, ask Free & Peters, Inc., national representatives, or write

ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

National Representatives, Free & Peters, Inc.

247 Park Avenue, NEW YORK CITY
180 North Michigan Avenue, CHICAGO
403 New Center Bldg., DETROIT
111 Sutter Street, SAN FRANCISCO
Chamber of Commerce Bldg., LOS ANGELES

WBAL

means business in Baltimore

Radio Campaigns Lift Ice Industry Out of Doldrums

Air Medium Works Like Magic In Booming Sales Levels

COMEBACK of the ice industry since 1935 with the aid of annual advertising campaigns, using radio as the chief medium, is outlined by NBC in a brochure titled *So They Never Come Back.*

According to documented statements of NBC, the campaigns inaugurated through National Ice Advertising Inc., formed after the 1935 convention of the National Assn. of Ice Industries, have jumped ice refrigerator and ice sales phenomenally in the last three years, bringing the industry out of the doldrums accompanying the spurt in mechanical refrigeration business, and setting it firmly on its feet, both from an economic and prestige standpoint.

Back to the Wall

Reviewing the history of the ice industry from colonial days, and pointing to its complacent attitude in the days before mechanical refrigerators appeared, NBC tells the story of the industry, with its back to the wall, uniting to supply clean, sanitary service and let the public know about it. After both ice and ice box sales plummeted in the early 1930's, ice box manufacturers came out with good looking, well-designed, air-conditioned ice refrigerators, using only 15 to 25 pounds of ice per day rather than 50 to 100, and ice companies improved their service, bought snappy modern trucks, put service men into uniforms, and trained them in courtesy, cleanliness, care and salesmanship. But with all this, ice tonnage sold in 1934 was still less than 1931, while ice refrigerator sales were only a fraction of what they had been "in the good old days".

The industry's first campaign, in 1935-36, through Donahue & Coe, New York, used 652½ station hours on an evening radio program over a 20-week period, designed primarily to rebuild morale and win prestige for ice refrigeration. This initial try, along with supplementary magazine advertising, helped increase ice sales in 1936 14½% over 1935, and ice refrigerator sales 38%.

The following season, 1936-37, the "prestige" evening program was continued on NBC-Red for 368 station hours during 13 weeks. In addition, a hard-selling morning quarter-hour, *The Homemakers' Exchange*, featuring Eleanor Howe, home economist, was used for 32 weeks, and became a first rate merchandiser. In conjunction with the program, *Homemakers' Exchange News*, a four-page weekly publication, was sent upon request to listeners. The program itself featured prizes for household hints, housemaking ideas and recipes. Meantime, ice refrigerator sales for 1937 jumped to 47% above 1935 and 100% above 1933.

The evening programs were discontinued during the third season, but *The Homemakers' Exchange* was maintained twice-weekly on 55 NBC-Red stations and became one of the leading women's programs on the air. Electrical transcriptions of 26 *Homemakers' Exchange* programs were also furnished free to campaign subscribers, who bought their own local station time.

After three years successful use of radio, ice industry leaders, meeting in Chicago in July, decided to project the campaign through 1939, 1940, and 1941, and to increase the advertising appropriation for that period by 25% over 1938, to $750,000 a year. About half of this amount is expected to go for network broadcasting. In addition, local ice companies will probably spend $2,500,000 annually in local advertising, NBC said.

YOUTH SHOWS ITS PREFERENCE

For Programs and Products in Survey Made By the Magazine 'Young America'

AMERICAN boys and girls prefer *Gang Busters, Charlie McCarthy,* Wheaties and Coca-Cola, according to a recent survey of juvenile readers by *Young America* magazine. Basing its conclusions on 1,259 questionnaires returned during the survey, the publication terms "typical" the indicated preferences in everything from food to entertainment.

Favorite radio program of the survey group was *Gang Busters,* ranked first by 13.3%. Others include *Chase & Sanborn Hour,* 11.7%; *Lone Ranger,* 10.6%; *Lux Radio Theatre,* 7.1%; *Jello* (Jack Benny), 6.7%; *Camel* (Eddie Cantor), 3.4%; *Maxwell House,* 2.9%; *One Man's Family,* 2.4%; *Ipana* (Fred Allen), 2.1%; *Dick Tracy,* 2.1%; and 39 others, 37.7%.

Top radio character with the juvenile readers was Charlie McCarthy, 19.3%; Eddie Cantor, 13.9%; Jack Benny, 12.9%; Fanny Brice, 4.1%; Joe Penner, 3.9%; Don Ameche, 3.4%; Fred Allen, 3.1%; Bing Crosby, 2.7%; Lone Ranger, 2.6%; Edward G. Robinson, 2.3%, and 29 others, 31.8%.

Favorite Foods

Among food and beverage products, many of which are advertised by radio, a choice was also listed. Favorite cold cereal was Wheaties, the choice of 26.8%; Rice Krispies, 9.2%; Quaker Puffed Rice, 8%; Shredded Wheat, 6.4%; Quaker Puffed Wheat, 6.1%; Kellogg's Corn Flakes, 5.8%; Grape Nuts, 5.2%; Post Toasties, 3.1%; Post Bran Flakes, 1.7%; Kellogg's Bran, 1.2%, and other brands, 26.5%. Choice of hot cereals was "oatmeal", 41.8%; Ralston, 13.9%; Cream of Wheat, 13.6%; Wheatena, 9.4%; Farina, 5.6%; Hecker's H-O, 3.7%; Quaker Oats, 2.3%; Mother's Oats, 1.8%, and all others, 7.9%.

Desserts showed ice cream far in front, with 34.6%; Jello, 19.8%; fruits, 12.3%; puddings, 10.2%; pies and pastries, 9.7; cakes, 8.8%, and all others, 4.6%. Candy tastes were widely distributed as to brands, Baby Ruth leading with 16.3%; Oh Henry, 3.7%; Clark Bar, 2.8%; Nestles, 2.7%; Milky Way, 2.6%; Hershey, 2.5%; Power House, 1.6%; Butterfingers, 1.3%; Sky Bar, 1.1%; Tootsie Roll, Peter Paul Mounds, 0.8%; Mr. Goodbar, Dreams, 0.7%; Uno Bar, 0.6%; unbranded types, 50.2%, and all others, 11.6%.

Chewing gum preference ran to Wrigley's, 38.9%; Dentyne, 11.9%; Beechnut, 11.6%; Clark's Teaberry, 3.0%; Blackjack, 2.9%; Beeman's Pepsin, 2.1%; War Gum, 1.7%; Adams Chiclets, 1.3%; Fleers Double Bubble, 1.1%, and other brands, 25.5%.

Coca-Cola led soft drinks, with 22.1% preference; root beer, 13.9%; "pop", 12.7%; orange, 8.9%; Pepsi-Cola, 5.9%; gingerale, cream soda, 4.6%; lemonade, 2.7%; malted milks, 2.6%; grape, 2.3%; chocolate soda, ice cream soda, 2.2%; cherry, 2.1%; milk, 1.6%; Red Crown Cola, 1.3%, and all others, 10.3%.

Al Pearce Lineup

GENERAL FOODS Corp., New York (Grape-Nuts), on Oct. 10 starts *Al Pearce & His Gang* on 79 NBC-Red network stations, Monday, 8-8:30 p. m. (EST), with a West Coast repeat, 7:30-8 p. m. (PST). In addition to new features, the talent lineup last season under sponsorship of Ford Dealers will be heard, including Elmer Blurt, Tizzie Lish and Arlene Harris. Carl Hoff is to direct the orchestra. John Conte will announce. Carroll O'Meara is producer of the series. Agency is Young & Rubicam, New York.

A SECOND HONEYMOON trip will be awarded to the most perfect wife and her husband, sought by WNEW in the New York area on its *Can't We Talk It Over?* program. Judith Abbott, conductor of the program, will conduct the search through the month of October.

Texaco Completes Plans For CBS *Star Theatre*

TEXAS Co., New York (Texaco), on Oct. 5 starts *Texaco Star Theatre* on 95 CBS network stations, Wednesday, 9:30-10:30 p. m. (EST), with a West Coast repeat, 6:30-7:30 p. m. (PST). Originating from Columbia Square, Hollywood, the series will be directed by Max Reinhardt and produced by Bill Bacher, with Harry Kronman, writer, framing the weekly program. Comedy writers include Hal Block and John Green. Mary Edith Stahl is Bacher's assistant.

The hour show will be primarily variety, with about 18 minutes given over to dramatic. Jimmy Wallington will announce and Adolphe Menjou, film actor, is to be master-of-ceremonies. Una Merkel and Charles Ruggles, screen comedians, will head the cast with students from Max Reinhardt Workshop supporting guest screen talent in weekly dramatic skits. Bette Davis is to be the first guest artist. David Broekman's 32-piece orchestra; an 18-voice chorus directed by Harry Simeone; Jane Froman and Kenny Baker, singers, will also be heard weekly.

Budget for the series is reported at $20,000 weekly, exclusive of time. Texas Co. is giving the show a strong publicity buildup, mailing out posters for displays to its 45,000 dealers throughout the country. Newspapers and billboards are also being used. Show will run 39 weeks, through Buchanan & Co., New York. Louis Witten, radio director.

Neville Miller Promises Radio's Cooperation in Address to Advertisers

CENTERING his observations on his experiences as Mayor of Louisville during the 1937 Ohio Valley floods, President Neville Miller, of the NAB, told the Washington Advertising Club at a luncheon Sept. 21 that the radio industry recognizes its responsibility as a public servant and stands willing and anxious to work with the advertising profession for mutual improvement. Mr. Miller's remarks on "Radio in Advertising", his first in Washington as NAB president, were carried by WMAL, WJSV, and Mutual.

President Miller pointed out that radio exercises a "tremendous" influence on the commercial and political life of the nations of the world and urged that its freedom and function as a public servant be preserved. He predicted that radio holds a tremendous future for good, but that if these attributes were not preserved, it could work great evil.

During the 1937 flood, Louisville was more or less "an island in a sea 60 miles wide", with 200,000 of its 300,000 inhabitants "flooded out," Mr. Miller observed. Radio facilities were of prime importance in maintaining communication between relief agencies and flood victims, he added, calling it "the tie to home that kept courage up", and attributing to it the success in averting fear, rumors, and panic.

"The American public got an inside seat on the activity of relief agencies", Mr. Miller declared. "Radio can bring to the average person pictures he could get in no other way."

Since advertising and radio are mutually interested in each other, cooperation is necessary, he continued, and the radio industry is willing to participate in any parley that will bring improvement to both. "Radio has developed so fast in these few years that it is only natural for it to have some growing pains," he commented. "The mere fact that it has problems should encourage us to the possibilities of radio."

NAB in New England

A MEETING of the First District of the NAB, comprising the New England states, has been called for Oct. 4 in Boston by John Shepard 3d, First District director. It is expected that President Neville Miller and others from the NAB headquarters staff will attend.

Bayer Back on NBC

STERLING PRODUCTS, Wheeling (Bayer Aspirin), on Sept. 11 returned to the air with the *American Album of Familiar Music,* on NBC-Red, Sunday, 9:30-10 p. m. Frank Munn, Jean Dickenson and Elizabeth Lennox are heard singing with Gustave Haenschen's orchestra, and Bertrand Hirsch as violin soloist. Blackett-Sample-Hummert, New York, is the agency.

WHEN a sports announcer gets rusty the best training is to get movie shots from a college scouting file and have an announcing session at home, according to Lynn Brandt, sportscaster of NBC-Chicago, who did just that to prepare himself for the present football season.

Research Bureau Hangs in Balance

Joint Committee May Quit If Formula Is Not Adopted

THE FATE of the Joint Committee on Radio Research which for three years has been seeking a method of establishing a cooperative bureau to audit radio coverage and listening habits, will be determined at a meeting in New York Oct. 3.

Failure of the committee, up to this time, to agree upon a definite formula has resulted in controversy. Unless a definite procedure is agreed upon it is likely the committee will cease functioning. Thus far money supplied the committee has emanated only from broadcasters. The committee is made up of five members each representing the NAB, Association of National Advertisers, and American Association of Advertising Agencies. John Benson, president of AAAA, is chairman, with Arthur B. Church, chairman of the broadcast committee group.

Funds Withheld

The NAB two years ago authorized an allocation of $10,000 additional for the Committee (it has received approximately $30,000 from the networks) under certain conditions. The advertiser and agency members of the Committee refused to accept the limitations and as a result the money has not been advanced.

L. D. H. Weld, research director of McCann-Erickson, has been serving as temporary technical secretary of the Committee since the resignation last summer of Paul F. Peter, now NAB research director. If the group decides to continue, the question of selecting a permanent executive secretary probably will be considered also. The name of Dr. Herman S. Hettinger, professor of the Wharton School of Finance and Commerce of the University of Pennsylvania, and former NAB research director, has been mentioned.

Test for Pursang

McKESSON & ROBBINS, Bridgeport, Conn., has started a test campaign for Pursang tonic on WROK, Rockford, Ill., starting Oct. 3 with 100 transcribed announcements continuing through Nov. 29. A merchandising plan has been drawn on a cooperative basis.

Plug That Failed

YEAR'S prize for lack of success in a radio appeal was awarded to the Montreal electric power utility after a recent storm. Officers of the company broadcast a request to Montrealers, whose storm-interrupted electric service has not yet been restored, to cease telephoning their complaints, and pointed out that repair crews were working night and day. The appeal made practically no difference in the number of telephones because, as revealed later, the complainers had not heard the radio appeal, since they had no power to operate their radio sets.

WAITT & BOND, Newark (Blackstone cigars), has signed Ed Thorgenson to broadcast *Highlights in the World of Sports* three times a week on WABC, New York. BBDO, New York, is agency.

FCC Working on Plans To Collect Radio Data

STILL STRIVING to formulate its pattern for a permanent system of collecting basic operations data for the broadcasting industry, the FCC Accounting Department has been delayed in that work because of other activity, William J. Norfleet, FCC Chief Accountant declared Sept. 27. Mr. Norfleet had planned to confer with the NAB Accounting Committee, headed by Harry C. Wilder, president of WSYR, Syracuse, on the proposed data forms late last month, and he indicated that the delay was necessitated by pressure of other work.

He plans to confer with the Committee shortly and afterwards call an industry conference on the whole subject probably by mid-October, with FCC approval. The object is to collect financial employment and program data for the industry as a whole on an annual basis [BROADCASTING, Sept. 15]. The hope is to consolidate this data in one form and obviating the need of different forms at various times.

Sweetheart Billing

MANHATTAN SOAP Co., New York (Sweetheart Soap), on Oct. 6, will begin a series of weekly musical programs featuring Adrian Rollini, Thurs., 6:45-7 p. m., on WABC, New York, and WOR, Newark. The same program will be heard on WJZ and WEAF, Wed. and Fri., 7:45-8 a.m. Wm. A. Brady is the producer. Peck Adv., is agency, N. Y.

WOL
WASHINGTON, D. C.
1,000 Watts
DAY & NIGHT
Affiliated With the Mutual Broadcasting System
1230 KC.

WORLD'S GREATEST TOBACCO MARKET!
Planter Pete says:

Vernon Keith, advertising manager for local Coca-Cola plant, claims 90% of his customers keep their dials on WGTM all day.

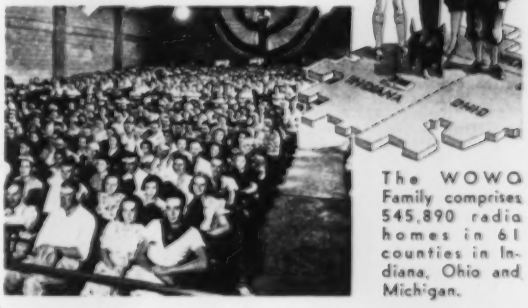
WGTM
WILSON, N. C.
REPS: Bryant, Griffith and Brunson, Inc.

Indiana's Farm Station
HOLDS A FAMILY REUNION
AT THE STATE FAIR . . .

It's not every week that you can hold a family reunion attended by 385,620 people. But that's what happened at the Indiana State Fair.

These prosperous Indiana farm folks shouted and whistled their enthusiasm as they packed the Indiana University Auditorium to watch the performances of the "WOWO Hoosier Hop".

We'd like to show you how WOWO can help make this enthusiastic family your customer.



The WOWO Family comprises 545,890 radio homes in 61 counties in Indiana, Ohio and Michigan.

WESTINGHOUSE RADIO STATIONS, Inc.
FREE & PETERS, National Representatives

WOWO
FORT WAYNE • INDIANA

10,000 Watts, 1160 Kc.
NBC Basic Blue Network

INDIANA'S MOST POWERFUL RADIO STATION!

Corn Kix for 10

GENERAL MILLS, Minneapolis (Corn Kix), on Oct. 17 will start *The Grouch Club*, half-hour weekly live talent show on the California Broadcasting System (KFWB KYA KFBK KMJ KWG KERN KFOX) and KNX KSFO KARM. The program is open to any grouch with a gripe and one outstanding gripe is dramatized each week, according to Jack Laemmar, time buyer of Blackett-Sample-Hummert, Chicago agency in charge.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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Consulting Radio Engineer
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JOHN BARRON
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Telephone NAtional 7757

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st St. NEW YORK CITY

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

ROBERT S. RAINS
Special Consultant
Accounting . . . . Taxes
Munsey Building—Washington, D. C.
Telephone: Metropolitan 2430
ROBERT S. RAINS
Former Special Consultant
Federal Communications Commission

THOMAS APPLEBY
(Lt. Comdr. USNR)
Consulting Radio Engineer
ALLOCATION PROBLEMS
DIRECTIONAL ARRAYS DESIGNED
ANTENNA & FIELD MEASUREMENTS
STATION LOCATION SURVEYS
National Press Bldg., Wash., D. C.

Out West It's
R. D. MARTIN
Consulting Engineer
Field Surveys
Over all Transmitter and Antenna Testing
7 S. Howard St. Spokane, Wash.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

WANTED:-
A TWO-FISTED

program director and announcer. Must have passing knowledge of music and that intangible something that will enable him to take an idea and develop it. We furnish the ideas. Must have enough business ability to enable him to keep his feet on the ground. Must have pleasing personality and announcing voice. Should be able to do news broadcasts. Should be able to meet people and should know how to work a large staff. A splendid opportunity awaits such a man in a southwestern city. Population 165,000. With letter of application, include photograph and tell all. All replies confidential.

BOX A-130 BROADCASTING

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

National Radio Employment Bureau. All departments except talent. Complete information free. Paramount Distributors, Box 864, Denver, Colo.

Situations Wanted

ANNOUNCER wants Western connection. Continuity, program, music experience. Box A112, BROADCASTING.

CHIEF ENGINEER—I would like the opportunity to present my qualifications. Any power. Box A118, BROADCASTING.

Russ Brinkley's Breakfast Club. Radio's biggest one-man show. Available immediately. Address Olean, New York.

Experienced announcer, young, ambitious. Now free lancing with several commercials on Columbia affiliate. Go anywhere, moderate salary. Box A122, BROADCASTING.

Radio Engineer and announcer, first class licensed employed in small station, desires change. Location not important. Box A109, BROADCASTING.

Chicago announcer, excellent references. Married, age 26, reliable, ambitious. Well educated. Knows dramatics, production, programing. Box A117, BROADCASTING.

Personality Plus—Radio experience. Tactful and competent combination of bookkeeper, stenographer, saleslady, copywriter, and receptionist. Your perfect station secretary. Box A123, BROADCASTING.

Journalism Graduate, 25, wants start in mid-eastern station. Writes news, speaks German, works hard. Interested continuity, advertising. Anything with future considered. Box A111, BROADCASTING.

I wish to contact a station or agency needing college man versed in production, announcing, or music. Seven years broadcast experience. Start at $50 weekly. Box A129, BROADCASTING.

FORMER ANNOUNCER-OPERATOR with telephone license will invest $700 with services in going or prospective radio station. State full particulars in first letter. Box A120, BROADCASTING.

Experienced radio news editor and rewrite man is available for news commentating. Has material and ideas for something outside usual rut of newscasting. Harvard graduate. Address Box A126, BROADCASTING.

Young man former Rabbi desires to enter broadcasting field as announcer. Speaks English, Yiddish and Hebrew fluently. Has had experience in delivering many radio talks. Voice excellently suited for the air. Box A110, BROADCASTING.

Young man: eight years radio experience, including three years engineering, wants to break into broadcasting. Will take any job covered by Radiotelephone First Class License. Salary Secondary. Box A125, BROADCASTING.

Man of nine years unusually successful radio experience in sales management, and general management of stations, is open for a change. Thoroughly familiar with every phase of the business. Have records to back up all claims. Box A128, BROADCASTING.

Situations Wanted (Cont'd.)

SALES!—salesmanager now employed by a three station network, seeks change. Twelve years newspaper, agency and radio. Can produce National Spot and Local business. Proven record. Best references. Married, sober. Not a "Title Seeker" but looking for a good job with a good station. Box A113, BROADCASTING.

Our peppy four-man crew works like well-built machine to assure profits from your new or established local station. Management, engineering, programming, sales, continuity, sports, special events. Experienced, capable, energetic. All employed now. Write today, Box A124, BROADCASTING.

ANNOUNCER-PRODUCER, 10 years in radio, 7 consecutive years with major network (now employed) seeks executive position with growing station. Knows entertainment, advertising and radio fields thoroughly. Three years on stage. College graduate, 36, married. Box A121, BROADCASTING.

Free lance sports announcer-commentator and commercial announcer desires steady connection with station preferably South or Southwest. Two years Wheaties-Goodrich baseball reporter; special events; continuity. College man, married, thirty-three. Will send sample script and audition recording if desired. Available after October 10. Write Box A116, BROADCASTING.

Successful radio director of large department store chain for past seven years, seeks commercial management of station in progressive city. Fully experienced in station operations. Excellent record. Superb references. Responsible for development of year round broadcasting schedule of present employer for six consecutive years. Desires change to make most of accomplishments and ability. Married. Conscientious. Address Box A119, BROADCASTING.

Real Selling!

Salesman: doing outstanding selling job for 1000 watt station, but chafing at the bit that holds him to a snail's pace. Seeking location with aggressive station that backs up planned intelligent sales effort. Experienced in promotion, merchandising, market research. Young, College trained. Thoroughly investigates accounts before selling—reputation of getting results for every client sold. Box A114, BROADCASTING.

For Sale—Equipment

Limited number of discontinued models PRESTO flat type recording amplifiers. Fully guaranteed for one year by manufacturer. Price $100 net each. Box A115, BROADCASTING.

Wanted to Buy—Equipment

Used recording turntable. Feed assembly. Cutterhead. Box A127, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Radio's Fast, Vivid War Service

(*Continued from Page 11*)

coverage occurred Sept. 20 when the world was waiting for Czechoslovakia's answer to the French-British ultimatum on Hitler's behalf. As Maurice Hindus, the noted author and international observer who has been covering Prague for CBS, neared the end of his afternoon broadcast (2:45 to 3) he suddenly paused, then announced that he had just been handed the official reply to France and Britain, which he read to the CBS audience, 11 minutes before the news reached the U. S. by any other channel.

A scoop in the other direction was scored by CBS Sept. 26, when at 1:58 a. m.—two minutes before scheduled closing time—word came from Washington that a message from the President would be available at 3 o'clock. Hurriedly signaling its stations that the network would remain on the air, CBS aimed the directional antennas of its shortwave station, W2XE, at Europe, which, an hour later, received from CBS its first word of President Roosevelt's plea for peace to Adolph Hitler and Eduard Benes. The procedure was repeated at 10:30 p. m. Sept. 28 when Roosevelt's second message to Hitler was announced in Washington. CBS was also "on the spot" from London when Parliament met the morning of Sept. 29 and Chamberlain's address to Parliament was read sentence-by-sentence as "takes" were received in the London studios by Sir Frederick Whyte.

Columbia's most notable contribution to radio reporting has been the extension of its round-robin technique of touring various capitals by following each broadcast from abroad with the interpretative comments of H. V. Kaltenborn. Working 12 to 16 hours a day, constantly in touch with the news as it pours from the tickers, he processes the raw facts into an understandable picture of the situation, stopping, as it were, the flow of news to show its meaning and its relation to the whole European scene [see page 45].

When the news was flashed just before noon Sept. 29 that Hitler had finally agreed to a new conference at Munich, thus averting the outbreak of hostilities, the networks went into action instantly, reaching the public far ahead of newspaper extras.

Another equally valuable and even more novel radio technique in world reporting has been developed by Mutual. Noting that the foreign governments broadcast regular news periods in English via powerful shortwave stations to give their own interpretations of the day's events to English and American listeners, MBS decided to bring to its own audience the last-minute news from Paris, Prague, Berlin and Rome exactly as it comes from these important capitals. All evening long members of the network's special features division listen to news broadcasts from abroad, transcribe them without any editing into a single half-hour program. Picked up from such stations as TPB7, Paris; OLR4A, Prague; DJB and DJD, Berlin, and 2RO, Rome, by Press Wireless, and recorded exactly as heard in the MBS studios, the viewpoints of the various governments are thus presented to the American listener unchanged, for his own interpretation.

MBS has also used the facilities of Press Wireless to pick up speeches of Hitler, Mussolini and other European statesmen from the shortwave stations of their governments—with full permission, of course—for rebroadcasting in America. When Maxim Litvinoff was about to state Russia's stand in the Czech quandary to the League of Nations, a trans-Atlantic phone call to this Soviet leader and another to the director of the League's high-powered station in Geneva enabled MBS to carry the English translation of Litvinoff's speech.

Mutual's foreign representatives, John Steele in London, and Louis Huot in Paris, are occasionally heard in person, but they supply most of their news by cable to be read by an announcer in New York. By such devices, MBS maintains its place in the rivalry for news coverage with its more wealthy rivals.

On 24-Hour Duty

To bring to America the latest news at all times, the network special feature staffs went on 24-hour duty for the emergency period.

Coverage is being directed for NBC by A. A. Schecter, head of news and special events; for CBS by Paul W. White, director of public affairs, and for Mutual by G. W. (Johnny) Johnstone.

The goal toward which these men and their assistants are striving was expressed by Edward Murrow in the closing words of his broadcast from London on CBS Sept. 25:

"I would like to say just one final word, that broadcasting by virtue of its speed and its intimacy is playing a tremendous role in the formation of public opinion over here. If you could hear, as we do in London, nation hurling invective at nation through the air, you would understand what I mean. I just want to tell you that those of us here who talk to you from over here are fully conscious of our responsibility and propose to give you an undistorted picture of the history being made in Europe during these long days and nights. We are trying to find you material on which your opinion can be based. We aren't trying to tell you what that opinion should be."

KFRU

●

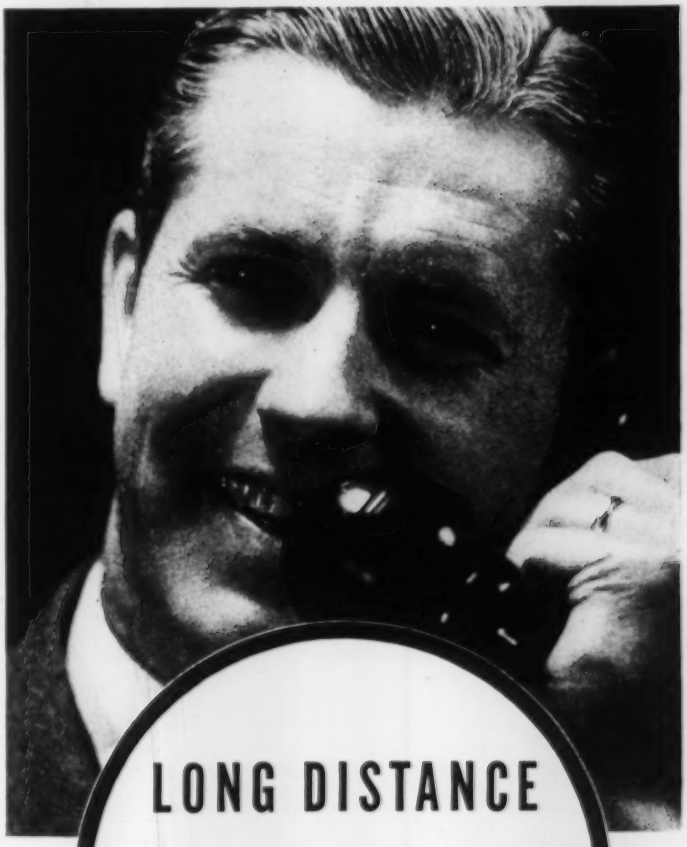
COLUMBIA, MISSOURI

A Kilowatt on 630

A Sales Message over KFRU Covers the Heart of Missouri

●

IN THE BROADCASTING BUSINESS



LONG DISTANCE IS YOUR SHORT-CUT

The telephone stands ready to save your time, prevent confusion, and increase your capacity for getting things done. It is the quickest route to out-of-town sponsors, agency men, technicians and any one whose ideas or answers are needed instantly.

Telephone more and worry less. Long Distance is the nimble servant of any business that must work fast and on strict schedules.

BELL SYSTEM

WE PRESENT

"YOUR RADIO NEIGHBOR"

As the finest women's participating Home Economics Program in this Territory.

THE TIME
10:15 to 10:45 A. M.
Monday thru Friday

Women listen to "Your Radio Neighbor"! They like the program — results prove it. "Your Radio Neighbor" is handled by Mary Lucille Roth, a personality who knows *how* to interest the housewife — she has their confidence, and can sell them the products she advertises.

For further particulars, please write or contact our national representative.

JOHN BLAIR & CO.

New York Chicago
Detroit Los Angeles

WSPD
Toledo, Ohio

How War Would Effect Radio

(Continued from page 11)

whatever their character. All radio operators in the United States, including amateurs, must be American citizens. All licensed stations must be American-owned. Not more than one-fifth of the stock of any company holding a station license can be foreign-owned. There can be no foreign directors on the boards of companies holding radio licenses.

Insofar as radio is concerned, officials here apparently are not thinking beyond a period this country would remain neutral. Thus, thought is concentrated on means of preventing any "unneutral" acts in the communications field. These largely resolve themselves into international and ship communications rather than broadcasting.

Three years elapsed before this country entered the World War. In the case of the current rumblings, it is felt unnecessary to assume we would be dragged into conflict. At the worst, in the event of an outbreak, there might be a flurry affecting broadcasting but it is thought it would soon calm down.

As a neutral, this country would be at peace. Consequently, war measures would not have to be invoked except for the concentration on methods of maintaining our absolute neutrality.

Purely in the realm of speculation, it is possible that the United States Government, early in the strife, might send out instructions to all station licensees to guard against unneutral acts. Perhaps a definite policy would be established as to how best to maintain neutrality. Individual cases of failure to cooperate unquestionably would be treated drastically.

Interference Activity

Because of the continental propagation limitations of the frequencies in the broadcast band there is little danger of jamming of broadcast services here by wartime operations abroad. Only the use of great power, exceeding perhaps a million watts, on broadcast frequencies could cause interference across the Atlantic. Mexico and Canada, of course, operate in the same band, and there would be mutual interference if they become involved, but there are no signs of that.

On the international broadcast channels, the story is different. Unquestionably, with the outbreak of war, the combatant nations would seek to jam one another's operations. In continental Europe, where some 26 nations share the same broadcast bands, there likely would be efforts to blast enemy transmitters from the air. Because of this possible development, reports from abroad indicate that radio ministries are considering the use of ultra-short waves for news broadcasters, since their coverage is limited and therefore would not be as susceptible to outside interference.

As for transoceanic and ship communications, close surveillance of their operations would immediately be undertaken upon outbreak of hostilities. Today, it was pointed out, practically every ship reaching American ports has transmitting equipment strong enough to maintain constant contact with home ports. While in our waters, steps would have to be taken to prevent such ships from communicating with belligerents under the terms of the international communications statutes.

Important in these times is the Interdepartment Radio Advisory Committee, made up of engineers and experts of the various Government departments which have interests in radio communications. This committee functions without fanfare on government allocation matters. It unquestionably will become the administration's advisory council on communications if war occurs. Presumably a Neutrality Committee of high government officials would also be created, and IRAC logically would become its communications' adjunct.

Judge E. O. Sykes, former chairman and now a member of the FCC, is chairman of IRAC. Its membership includes:

Department of Agriculture, E. W. Loveridge, member (Wallace L. Kadderly, alternate); Commerce Department, Dr. J. H. Dellinger, member (L. T. Harding, alternate); FCC, E. K. Jett, member (Gerald C. Gross, alternate); Department of Interior, C. D. Monteith, member (John S. Cross, alternate); Department of Justice, T. D. Quinn, member; Department of Labor, Albert Reitzel, member (H. J. Walls, alternate); U. S. Maritime Commission, D. S. Brierley, member (J. T. Welsh, alternate); Navy Department, Admr. S. C. Hooper, member (Comdr. Joseph R. Redman, alternate); Post Office Department, C. P. Graddick, member; State Department, F. C. deWolf, member (H. B. Otterman, alternate); Treasury Department, Comdr. J. F. Farley, member (Lieut. D. E. McKay, alternate); War Department, Lieut. Col. D. M. Crawford, member (Capt. Victor A. Conrad, alternate); Gerald C. Gross, Secretary; P. F. Siling, Assistant Secretary.

Preserving Neutrality

The whole subject of telecommunications and neutrality was covered in an article published in the *American Journal of International Law* of January, 1936, written by Francis Colt DeWolf, Department of State attorney, now in charge of the Telecommunications Section of its International Communications Division. In it he emphasized that control of stations in this country to preserve neutrality is particularly necessary in the case of hostilities at sea, since stations on land are in a position to render numerous service, of an unneutral character so far as this country is concerned, to belligerent vessels.

On the subject of broadcasting, he said: "It is unlikely, however, that the necessity of censoring telecommunications other than radio facilities would arise, to preserve the neutrality of the United States, unless a conflict of at least as great a magnitude as that of the World War should occur".

WLS Files Suit

NATIONAL Entertainment Service, Milwaukee, allegedly using the call letters WLS, the name *National Barn Dance* and names of leading *Barn Dance* actors in shows presented at county fairs and in midwestern theatres, has been named defendant in a suit asking damages and restraint. The suit was filed in Federal court, Milwaukee, by Agricultural Broadcasting Co., WLS Artists Inc., Miles Laboratories Inc., Patrick J. Barrett (Uncle Ezra) and Albert G. Wade, on behalf of Wade Adv. Agency, Chicago.

KGGM, Albuquerque, on Sept. 25 joined the CBS Network. Congratulatory messages from Governor Clyde Tingley, Senator Chavez and Mayor Clyde Oden of Albuquerque, were read as part of the dedication.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate
1,000 Watts

The Only Blanket Radio Coverage of Prosperous Western North Carolina

"The Quality Market of The Southeast"

News
is your best bet
TRANSRADIO

For specialized and intimate approach to the FOREIGN RESIDENTS
69%
OF METROPOLITAN NEW YORK
the answer is **WBNX** NEW YORK
1000 WATTS DAY AND NIGHT
The Station that Speaks Your Language

Studio Notes

MORTON GOULD's fourth year on WOR-Mutual was celebrated Sept. 27 with a special half hour broadcast during which Gould received a gold watch donated by members of his orchestra and presented by Jack Rosenberg, president of the New York Musician's Union. The program, marking his 156th consecutive weekly broadcast, was devoted entirely to his original works, and was attended by many of his personal friends including Fritz Reiner, Dr. Frank Black, Paul Whiteman, Mark Warnow, Andre Kostelanetz, Nathaniel Shilkret, Arthur Judson, and others.

WOV-WBIL, New York, are holding weekly auditions every Friday to discover new talent, under the direction of Syd Leipzig, in charge of the WOV Artist Bureau.

WSYR, Syracuse covered the 98th annual New York State Fair, Aug. 29-Sept. 10, with a special staff working day and night, airing 85 remotes from the fair grounds and 11 studio shows during the two weeks. Claiming several scoops, WSYR carried the exposition's official opening, the take-off of the Allen-Phoenix record-making airplane endurance flight, thrice-daily news summaries, and pickups from eight points on the grounds. The WSYR staff members active in the fair broadcasts included Gardner Smith, Ruth Chilton, Arnold Schoen, Bill Rothrum, Fred Jeske and Nick Stemmler.

WHEN the Toledo city council met Sept. 19 to act on a resolution demanding the resignation of City Manager John N. Edy, WSPD transcribed the entire 2½-hour meeting, using ten 16-inch discs, condensed this into a 1½-hour program, and rebroadcast the proceedings the same evening. The broadcast drew hundreds of phone calls and letters of appreciation from Toledo citizens for the complete picture of the council's meeting.

COMPANY outing of NBC, Chicago, held Sept. 21 at the Medinah Country Club furnished fun for 222 employes, offered 81 prizes for expertness and lack of expertness in sporting events. Maurice Ellis, of the music library, won the large RCA radio set; Ken Robinson, continuity editor, won a RCA wax record pressing, while Niles Trammell, NBC vice-president in charge of the Central Division, won a powder puff and lipstick holder.

CLAIMING no championship, KTUL, Tulsa, holds a staff representation in the candid camera affliction that includes John Esau of the merchandising and promotion department and Buryl Lottridge, director of advertising, with complete individual photographing, developing and enlarging equipment with their Kodak Bantams; George Chapman, control engineer, with a Contax and enlarging and processing equipment, and Chuck Dinkel, another control engineer, with a Leica; Fritz Ossenbeck, with a Dollina; Nathan Wilcox, chief engineer, with a DeVry for movies and a Korelle Reflex for still work; and Erv Lewis, news editor, with an Exacta.

"HELLO, MR. WM. FAGIN"
(Benton & Bowles)

Did You say MARKET?

Yes, there are 680,000 people in North Dakota—8 radio stations. BUT . . . did you know PEORIAREA has 605,646 people? And it can be covered by one station—WMBD.

Free & Peters, Inc., Nat. Reps.

WMBD PEORIA
MEMBER CBS NETWORK

The Y's Have It

MAURICE HART, chief announcer of WAAT, Jersey City, was recently winding up a newscast with the weather forecast for eastern New York and New Jersey. In the process, out came this: "And now, here is the weather forecast for eastern New Jork . . . New Jork . . . New Jork (and after another long pause, during which Announcer Hart figured he had better try it another way) New Yersey and New Jork."

STREAMLINED opera, with English librettos and using the language and idiom of 1938, is being used to popularize opera by radio on an MBS series originating at WGN, Chicago. According to Henry Weber, WGN musical director in charge of the series, 75% of *Lohengrin*, which was aired Sept. 26, was music and only 25% dialogue, while the past ratio has been about 55-45%.

TO COVER the recent three-day National Tobacco Festival at South Boston, Va., WRVA, Richmond, used a 120-mile leased wire direct pickup, with three separate broadcasts including descriptions of two parades and the Coronation Ball. Manager Irvin Abeloff, along with Leonard Whitehorne, engineer, and Warde Adams, announcer, made the trip to South Boston.

WMCA, New York has resumed *Gangplank*, a program of interviews with notables going abroad or arriving here from Europe. Started by WMCA two years ago, *Gangplank* is conducted at the gangplanks of incoming and outgoing liners by Frankie Basch and Martin Starr, transcribing their interviews with passengers and rebroadcasting later the same day.

WENY, new local granted to *Elmira Star-Gazette*, has selected a transmitter site in the river valley at the southern edge of Elmira after a survey by Dr. Victor Andrew, of Chicago.

RESULTS of a Hooper Holmes roster recall survey of eight Boston stations, conducted July 31 to Aug. 6, have been published by Yankee Network in an eight-page brochure.

CHAB, Moose Jaw, and CFQC, Saskatoon, announce they have added British United Press news service.

RICHARD BLONDELL, "story teller", returned to the air on Sept. 22 with *Story Teller's House* on WHN, New York, Thursday, 6-6:15 p. m., his eighth year on the air, the program having previously been heard on WOR, Newark, for five years.

RESULTS Prove WMC
MEMPHIS
SELLS THE MID-SOUTH
Owned and operated by THE COMMERCIAL APPEAL
The South's Leading Newspaper
NBC RED NETWORK
REPRESENTED BY THE BRANHAM COMPANY

WNYC, New York municipal station, on Oct. 1 starts weekly football broadcasts with the Army-Virginia Polytechnic game and will give play-by-play descriptions of all Columbia U games. Gridiron commentators are Sigmund Spaethm, "Tune Detective" and former member of *New York Times* sport staff, and Joe Hasel, WNYC sports announcer.

W. A. WILSON, president of WOPI, Bristol, Tenn., has announced that a balcony will be added to the WOPI "Radiotorium", raising seating capacity to 400.

WCCO, Minneapolis, added three hours weekly to its broadcasting schedule effective Sept. 25. The station formerly has signed off nightly at midnight. It will continue to do so in the future on Sundays, but will remain on the air Mondays through Fridays until 12:30 a. m., Saturdays until 1 a. m.

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
●
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

Winning Public Favor
Thru Public Service!

Year after year WSYR has secured a warm place in the hearts of over a million listeners. Because, uppermost in the minds of an alert management has been this creed: "Always, the listener comes first."

Presenting a great program structure of power and balance that includes such exclusive features as—

- *Both Red and Blue NBC Programs*
- *All Local Baseball and Football Games*
- *Sunday Services of Four Churches*
- *Unique Cultural Programs*

. . . WSYR merits the trusted responsibility of a loyal public in the rich market of Syracuse and middle New York State. WSYR has set up an unique system to double-check programs. All of this adds up to one thing; *WSYR exerts a great and growing influence within the homes throughout this prosperous region.*"

570 kc.
WSYR
SYRACUSE

Radio Again Succors Stricken Regions

All Facilities Are Used for Rescue Activity

(*Continued from Page 14*)

gale, which by then was of hurricane force, our transmitting tower at Winthrop Point fell, and the roof of the transmitter house was lifted off. Our chief engineer, who had stood by over there up to this point, then had to leave. The studios suffered only slight damage from water and glass. At the peak of the high wind, U. S. Coast Guard Authorities here at Fort Trumbull, New London, set the gale at 90 to 100 miles an hour.

WEAN, PROVIDENCE

WEAN, Providence, hit by the full force of the hurricane, lost all power, telephone and electric lines early in the storm. Both towers crumpled in a tangled mass about 6 p. m. Sept. 21, and only a single one-way line remained open to WNAC, Boston. Paul Demars, Yankee chief engineer at Boston, got a portable 5 kw. gasoline generator and drove to Providence.

WEAN returned to the air with 100 watts on the wreckage of the two towers at 8 p. m. Sept. 22. Effectiveness of the power was indicated by reports of reception from as far away as Plymouth, Mass. Full power returned Sept. 23, and the portable generator was taken into the Crown Hotel and used to supply lights and heat to the WEAN studios.

The only station on the air in Providence for some time, WEAN relayed thousands of calls to WNAC via the one-way line outlasting the elements. The WNAC broadcast could be received in Providence, WEAN reported. With Manager James Jennison and Chief Operator Harry Tilley, the entire WEAN staff worked continuously from 4:30 p. m. Sept. 21 until the emergency had passed.

WTIC, HARTFORD
By Irwin Cooper

AT 3:52 p. m. Sept. 21, as New England's first hurricane reached its climax in the Connecticut Valley and roared its way through elm-lined cities and towns, adding to the terror of rapidly-rising flood-waters, the electric power-line from Unionville, Conn. to WTIC's transmitter on Avon Mountain was dashed to the ground, rendering the Hartford 50,000-watter temporarily powerless to help in the sudden emergency.

Instantly, General Manager Paul W. Morency organized WTIC's entire staff on a 24-hour emergency basis under Program Director Tom McCray as ways were found to aid State and civic Authorities and to help individuals in disseminating flood and hurricane information and advice.

The station's 7.5 meter shortwave transmitter WIXO was made available by Plant Manager J. Clayton Randall to the American Radio Relay League for personal messages and for flood and hurricane reports which were coming in rapidly over Transradio Press wires to the Transradio Central Connecticut bureau in the WTIC studios.

Engineer Fred Edwards, through his own shortwave transmitter WIDJC temporarily located in the station's laboratory, established a 5-meter amateur network in the Hartford area to speed personal messages to points where telephone communication and electric power had failed.

At the same time, WTIC's telephone switchboard became a hurricane news agency, as calls were answered from all over Connecticut, and information based on Transradio news reports and shortwave communications was given out.

Power Again!

At 9:58 p. m., power having been restored to its transmitter, WTIC was again on the air through its normal channel, able to lend its every facility to the occasion. Short-circuited telephone cables between the Hartford studios and the Avon transmitter 10 miles away were overcome by Chief Engineer Herman Taylor by stepping up the voice-power at the studios to 10 times its normal strength.

Then began an intensive program of 24-hour service from WTIC to the Hartford community, the State and the Nation. Personal messages concerning the safety of separated members of families were broadcast as fast as they came in, along with authoritative news-flashes on conditions throughout New England, up-to-the-minute weather reports, verified statements from the Red Cross, schools, the Department of Public Health, the Department of Motor Vehicles, the police, the National Guard, the Governor and the Mayor. Gov. Wilbur L. Cross, Hartford's Mayor Spellacy, Col. John J. Shepard of the Red Cross and WPA Administrator Vincent Sullivan were presented on the air with personal messages of news and advice concerning the gravity of the situation. Periodic shortwave pickups from flooded areas were relayed to WTIC and rebroadcast.

Periodic broadcasts were presented from the top of the Travelers Tower, tallest building in New England, giving eye-witness accounts of the changing scene in the valley below as the swollen Connecticut River and its tributaries spread rapidly over the landscape. A five-minute account from this same vantage point was given to the nation by Announcer Ben Hawthorne Thursday at 2:40 p. m. over the NBC-Blue network as part of a half hour all-New England survey.

Throughout the entire catastrophe, WTIC's efforts were carefully directed along corrective rather than destructive lines. All news reports were verified before being broadcast. Only actual conditions were described. All "scare stuff" was eliminated.

Whenever possible, and in order to allay public hysteria, the station maintained its regularly-scheduled programs, supplying its listeners with entertainment rather than unnecessarily alarming rumors.

AFTER the storm, WCOP, Boston, continued to supply flood bulletins, with Newcomb F. Thompson (left), of the *Boston American*, and Roland Hale, WCOP engineer, in the *American* office.

WDRC, HARTFORD
By Ray Barrett

WE WERE on the air broadcasting details of coming flood at 7 a. m. Wednesday morning. Mobile unit W1XOU set out early to get a first-hand picture. It went on the air from most vulnerable points before the picture really appeared to be serious. It was the hunch of Program Director Sterling V. Couch. Officially nothing had yet been said of the flood.

The mobile unit, with myself as special events man and Engineer Ken McLeod, stayed all day, even rode out hurricane and then cruised the city, giving eyewitness pictures of damage done by hurricane and flashing warnings to residents of fallen trees, dangling live wires, uprooted streets etc.

It was only then that officials released flood warnings, hours after Couch's hunch turned out to be accurate. The station remained in constant operation with crews on duty all night, directing relief agencies, sending out calls for volunteers, mobilization of National Guard, police etc. and sending messages to persons unable to communicate with relatives.

Thursday all day the mobile unit was out broadcasting warnings from dangerous spots, putting on air interviews with officials stationed at flood points, giving instructions to residents of endangered areas, directing relief trucks and the evacuation of families and business districts.

From Dry to Wet

Wednesday night I fed CBS an eyewitness account of the hurricane and impending flood, Jack Zaiman, Hartford correspondent of United Press, putting on roundup of news available at 11:35. On Thursday the mobile unit fed CBS an eyewitness picture of worst flooded area of city from that point, interviewing refugees arriving by boat, and military and police officials stationed there. When we drove up the car was parked on dry land; when we left, the car was up to hub caps in water and McLeod and I, together with Salesman Eric Williams, were knee deep in water.

At this writing, Chief Engineer Italo Martino and Program Director Couch have gone 72 hours without sleep or rest, Martino watching equipment and Couch coordinating messages to relatives, calls for volunteer emergencies, keeping programs moving to minimize alarm, etc.

The mobile unit is out again at this writing, cruising the city and giving spot messages, directing relief, etc.

Announcers Bob Provan, Gil Bayek and Harvey Olson, the entire office staff and engineering crews, and salesmen were all pressed into emergency service and worked on 24-hour schedules.

WSPR, SPRINGFIELD
By M. W. Stoughton

DURING the danger point of the flood, we moved our transmitting equipment from the flooded area on a truck to the parking lot opposite our studios and next to the Hotel Stonehaven, which has an antenna given up by the station formerly located there. We connected our transmitter from the truck to this antenna and operated from the truck Thursday evening and all day and evening Friday from this point. From a highly precarious position, not only did we transmit our own flood programs, but we fed coast-to-coast Mutual flood programs, along with three to the Colonial Network. Moving the transmitter and reconnecting it took only six hours.

WMAS, SPRINGFIELD
By A. W. Marlin

FOR THE second time in two years, WMAS played a vital part in the emergency created by the hurricane and flood which swept springfield and the Connecticut Valley. Early Sept. 21, due to the continued rain which started the Saturday before, it became apparent that trouble might be expected within a short time. The entire staff of the station was ordered to stand by. Lines were ordered into strategic locations — the Springfield City Hall and Red Cross Headquarters.

At 3 o'clock, when the hurricane hit the city, the facilities of the station were turned over to Mayor Putnam and his Emergency Committee. The first job of radio was to warn people to keep off the streets. Statements were issued from the Mayor's office, giving an exact picture of what was taking place and reassuring the public.

Due to the excellent organization of all departments, information was instantly available regarding flood possibilities in the Connecticut Valley. About 9 o'clock Wednesday evening, it was decided that conditions were serious enough to evacuate the people in Springfield's South End District. All orders regarding evacuation were given over the air by the Mayor himself.

The staff of WMAS remained on the air throughout the entire night, giving bulletins and keeping the people of Springfield constantly in touch with developments.

Around 9 o'clock Thursday morning, the engineers of WMAS stationed at the WMAS transmitter, which is located at Pynchon

Park at the edge of the river, reported that water was backing up inside the dike, and within a very short time expected the transmitter building to be flooded. The management decided to shut down the station temporarily, to remove the transmitter and associated equipment from its location at Pynchon Park, as the rising waters might put the station off the air for some time. A crew was rushed to the transmitter building, and the transmitter removed to the garage of Chief Engineer Earl Hewinson. Permission was granted by the FCC for us to use this site and WMAS returned to the air at 5:01 p. m. Thursday, about seven hours after leaving the air.

The facilities of the station were again turned over to the Mayor and his Emergency Committee. After some 56 hours of constant duty and vigil, Mayor Putnam made the announcement, at 5:30 Friday afternoon, that the river was receding and there was no further danger of the dike's breaking at the North End of Springfield.

Once again radio has played its important role in an emergency situation involving Springfield and the entire Connecticut Valley. Through the experience obtained during the 1936 flood, the present disaster was covered in an orderly manner, preventing much of the panic occasioned by the former flood. Throughout the entire emergency, WMAS sacrificed color in its broadcasts and avoided the dramatic as much as possible in the thousands of messages sent out over the air, in an effort to create a feeling of confidence on the part of the public that the situation was well in hand.

WBRY, WATERBURY
By E. J. Frey

WBRY is approximately 20 miles from the severely hit areas. Wind blowing trees across our wires caused a loss of power the day of the storm. We were off the air from 4 p. m. until midnight. Power was restored during the night, so we were able to resume operations next morning.

Service to listeners consisted chiefly of broadcasting messages for word from relatives and friends located in nearby areas which were severely stricken. Fifteen-minute programs were broadcast regularly with such messages. Information also was carried regularly regarding road conditions through this territory, and many telephone calls for this information were answered.

THE CBS *Headlines & Bylines*, weekly summary of current events, will begin its second year Oct. 2. H. V. Kaltenborn and Ralph Edwards, commentators on the program, are to be joined this year by Gilbert Seldes.

WMEX, BOSTON

COMMERCIAL schedules and scheduled broadcasts went by the board for 48 hours during Thursday and Friday, Sept. 22 and 23, while WMEX converted its entire facilities and personnel to the handling of the greatest flood of emergency bulletins and messages in the history of New England broadcasting.

With a 100-odd-mile gale, the center of a hurricane disturbance at 6 p. m., Wednesday, Sept. 21, the WMEX vertical radiator atop Powderhorn Hill, Chelsea, the highest point along the Massachusetts Coast, was blown down and at the same time all electric power along the North Shore was cut off.

Working all night under the direction of Alfred J. Pote and William S. Pote, an emergency crew had a substitute antenna rigged up in four hours but electric power lines were not restored until 6:30 a. m. and WMEX returned to the air at 7 a. m. Thursday.

Amateur Networks

Meanwhile, through the facilities of W1XAL of the World Wide Broadcasting Foundation and WIFHY, in Cambridge, an amateur radio network was formed covering all points in all New England. All messages were first broadcast on WMEX then relayed to W1XAL and W1FHY and in turn relayed to the amateur radio operators in the districts desired. Schedules were set up for amateur network in which they received the emergency messages through WMEX and in turn had scheduled periods to contact the amateurs in stricken areas receive their reports on conditions in that particular area in turn relay these back to WMEX.

Under the direction of John E. Reilly, program director, all leaves and days off were cancelled and the entire announcing staff and office personnel were devoted to handling emergency broadcasts. Lines were set up in the editorial rooms of the *Boston American* and bulletins were issued from there at frequent intervals.

A grand total of 1573 emergency messages were sent to all points of the five New England States; New York, Colorado, Minnesota, California, Cuba, Illinois, Michigan, Pennsylvania, Virginia, New Jersey, Kentucky, Nova Scotia, Ohio and ships at sea by shortwave through formation of this amateur radio network. Added to this were hundreds of messages and bulletins broadcast from the Governor's office and Mayor's office and announcements for the State Police, Coast Guard, American Red Cross, American Legion, Volunteers of America and other charitable organizations lending their aid through radio to the stricken areas.

WICC, BRIDGEPORT
By Jud La Haye

WHILE WICC with its transmitter location at Pleasure Beach Park, on the Bridgeport shorefront, escaped the crest of the hurricane, in comparison to Hartford and Providence localities which had the added dangers of fire and flood, it did not remain entirely unscathed and was forced off the air twice during the actual storm period on Wednesday, Sept. 21.

With clearing skies at noon, by 3 o'clock on the afternoon of the 21st the storm had already begun to take its toll, destroying bridges and supply lines (power-water, etc.) to the island where the WICC transmitter was located, forcing WICC off the air for approximately 45 minutes until Garo Ray, chief engineer, could traverse the remaining portions of the bridge—and then wade in waist high water to the transmitter site and help start the emergency Diesel engines furnishing WICC's power. With a 40-mile gale piling the surf high on the beach front; ripping shingles from the transmitter roof; completely shearing down the shortwave towers and whistling through the 300-foot transmitter towers; hurling large sections of boardwalks and stand tops against the transmitter building. Both Ray and his assistant in Crawford were momentarily doubtful if WICC could remain on the air. Remain they did, though, barricading doors and providing bulwarks against the sea until finally all resistance was broken down and water finally got in to the generators, causing complete shutdown at about 8:30 p. m. and forcing WICC to remain silent until the waters receded and the damage could be repaired early the next morning.

As storm reports began to trickle back to Southern Connecticut, WICC's switchboard soon became tied up with all sorts of emergency requests, orders and alarms from surrounding localities, which WICC immediately aired under Supervisor Joseph Lopez's direction. Program periods were cancelled; emergency switchboard assistants installed and, until forced to go off the air, continued broadcasting these messages and relaying information to the storm stricken areas included in WICC's broadcast coverage.

With the return of WICC to the airlines early Thursday morning,

Results COUNT MOST

WCSH
Basic NBC Red
Maine's Largest Station

WEED & COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · CHICAGO
DETROIT · SAN FRANCISCO

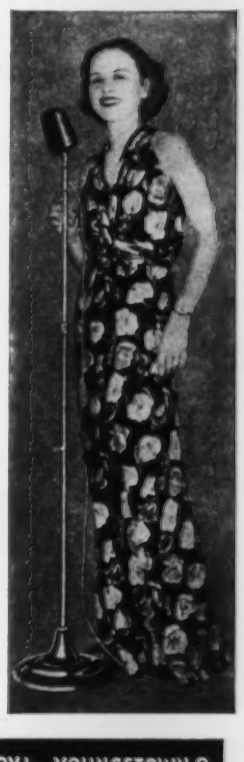
ASTATIC

New Microphone
that CANNOT be acoustically overloaded

Astatic Engineers, in presenting the new MULTI-UNIT Crystal Microphone, incorporating DUAL DIAPHRAGM construction, provide an instrument of the highest type . . . designed to meet the exacting requirements of broadcast stations, night clubs and public address systems. Multi-Unit Microphones guarantee maximum amplification without feedback and cannot be acoustically overloaded.

Designed with Self Locking Tilting Head

Multi-Unit Microphones are made in two models: MU-2 constructed with two dual diaphragm crystal units using four diaphragms, and MU-4 with four dual diaphragm crystal units and eight diaphragms. Chrome or black and chrome finish.



LIST PRICES

MU-2 $29.50 · MU-4 $39.50
(Complete with interchangeable locking connector and 25-ft. cable.)

ASTATIC MICROPHONE LABORATORY, Inc. YOUNGSTOWN, O.
Pioneer Manufacturers of Quality Crystal Products

Licensed Under Brush Development Co. Patents
ASTATIC Patents Pending

Give them NEWS and of course they'll listen! 457,163 Canadians in CHML's primary area follow world events by listening to CHML's Transradio Newscasts. For details on sponsorship 'phone or wire . . . . . .

HAMILTON CHML ONTARIO
Canada's Richest Market

it continued this service lasting well into Sunday night—broadcasting cancellations of programs and police and municipal messages, relaying advices to working groups engaged in storm wreckage clearance, noting road clearances or impasses, acting as emergency headquarters for the lost, receiving messages for local residents desirous for the safety of relatives and friends in the more devastated areas. "Ham" Operators Cliff Fraser, Gil Williams and Garo Ray sending messages outside of WICC's broadcast areas sticking to their posts for over ten and twelve hours at a time.

Combined with NBC, Mutual and Colonial Network coverage of flood and storm broadcasts, WICC's total of broadcast hours in reference to the disaster during a three-day period amounted to 25 hours. Telephone messages ran into the thousands.

WELI, NEW HAVEN

By James T. Milne

THE hurricane and tidal wave hit New Haven about 3 p. m. on Wednesday, Sept. 21, and at 3:30 WELI was forced off the air due to power failure at the transmitter caused by a huge water tank falling from the room of a factory and landing on power and communication lines.

As the force of the storm increased, trees and poles were bowled over and all power lines in the city rendered useless. As soon as it was learned that it would be impossible to hope for a resumption of service, Chief Engineer Gordon Keyworth and a crew of engineers under my direction as station manager immediately scoured the entire area in an attempt to locate a gasoline generator.

I was successful in persuading a local gasoline dealer to loan a small one-cylinder affair, and Keyworth and his crew went to work ripping the transmitter apart so that it would operate at low power.

All night long they toiled, and at 5 a. m. Thursday they were able to put out a signal between 60 and 70 watts. It was very little, but still we were on the air, and very well too, as we had reports of reception as far as Bridgeport, about 20 miles away.

At 2 p. m. linesmen set up a temporary line and we returned to normal output. Then the real work began. Friends and relatives of those in this area wanted to learn about loved ones in other sections. Contact was made with the New Haven Amateur Radio Association, and under the direction of its president, Ben Lydick, four transmitters were put to work relaying messages to the other sections of New England, and receiving news from those sections. With a crew of workers on telephones at WELI, taking messages and relaying to the ham operators, we were able to get about 5,000 calls through, most of them being delivered within a very short space of time and the replies placed in the hands of the proper parties within an hour. Each message was also broadcast through WELI, so that sometimes these were heard before the shortwave messages were sent out.

In one instance a message was broadcast requesting information regarding a missing boat and crew. Within 10 minutes the Coast Guard station notified us from New London by shortwave that the boat and crew of 11 had been rescued. This was reassuring news to their families here in New Haven as they had not been heard from in four days. Many other interesting stories could be recited, but the fact remains that radio was effective when all other means failed.

Too much praise cannot be heaped upon the loyal amateurs who remained at their transmitters for many weary hours, giving unstintingly of their time and equipment. W1LGH, W1HHJ, W1GB and W1JHM all worked many hours to get the messages through. The entire staff and many of the artists at WELI also worked many hours to accomplish what they had set out to do. Some of the staff who were on duty without sleep included, besides myself and Keyworth, John Reilly, Joseph Austin, Fred King and Irving Small, control operators; Charlie Wright, Bill Farley, Sydney Golluboff, Frank Adams and Martin Heyman, announcers; Dave Healy, Al Connors and Vincent Palmeiri, artists; Flo Milne and Freda Swirsky, telephone operators.

Through the Storm

CAUGHT in the midst of the New England hurricane Sept. 21 while starting for New York from Cape Cod by car, Tom Symons, operator of KFPY, Spokane, and KXL, Portland, saw the holocaust in all its fury at first hand yet was able to weather it and by dint of 24 hours at the wheel drove straight through to New York. He was accompanied by Mrs. Symons and their daughter, returning from Hanover, N. H. where his son has matriculated at Dartmouth.

WGY, SCHENECTADY

By W. T. Meenam

SPECIAL wires maintained for emergencies enabled WGY, Schenectady, to operate uninterruptedly Wednesday afternoon and night (Sept. 21) in spite of the severity of the storm. Four pairs of wires at one time connected WGY's studio building with the transmitter in South Schnectady. Three pairs were in constant use; the fourth is an emergency pair. A year ago an emergency circuit was established.

Heavy rains later penetrated the cable and put every pair of wires in the cable out of commission. Without loss of time the program service was rerouted over the spare emergency pair. The power crew got on the job, located the leak, repaired it and in just two hours time had restored service.

WGY again met emergency calls for help from various points in the area covered by the station. Threat of a breaking dam at West Sand Lake was reported by the State Department of Public Works and all maintenance men were ordered to that point in a radio appeal. Rensselaer County American Legion members were requested that residents in that village be warned to boil drinking water as the chlorinating equipment is out of service. Road conditions in New England were reported thoroughly.

WTAG, WORCESTER

WITH all other forms of communication inoperative or badly crippled, the immeasurable value of radio was again proved as WTAG, operating on an emergency schedule, dropped its regular programs to broadcast important bulletins and messages reassuring relatives and friends of the safety of hundreds of out-of-town persons stranded in this city overnight.

The storm broadcasts continued until 1:26 a. m. Thursday, using the station's auxiliary transmitter at the studios on Franklin street after WTAG's three tall steel towers at the Holden transmitting station were hurled to the ground and wrecked despite the fact they were constructed to withstand a wind velocity of 115 miles an hour. Two of the towers were 360 feet in height and the other 260 feet. It is not believed they can be salvaged.

After the Holden plant was put out of commission at 5:07 p. m. the transmission continued by the auxiliary equipment which was used regularly prior to construction of the Holden station in January 1937.

Far Into the Night

WTAG was the only Worcester broadcasting station on the air after WORC's facilities were put out of commission at 4:25 p. m. when the gale blew down two of the station's three antenna towers in Auburn. Engineers and electricians of WORC worked all night repairing the damage and bolstering the third mast and only lack of electric power was holding up resumption of broadcasting this morning (Sept. 24).

A special staff of the *Worcester Telegram* and *Gazette* was on duty during the night receiving the hundreds of calls which poured into WTAG requesting the transmission of emergency bulletins and messages. Scores of anxious parents and others in outlying towns were assured of the safety in Worcester of members of their families who work in this city but who were unable to return home last night. Hotels and private homes throughout the city were crowded with the detained suburbanites. Some slept on the floor of the Post Office and other public buildings.

Dozens of other calls to WTAG were from mayors of nearby cities, town selectmen, officers of the National Guard, Naval Reserve, all veterans' organizations and school superintendents requesting the broadcast of important bulletins.

From out of the city came scores of calls as other nearby towns and cities, including Leicester, Marlboro, Leominster, and Fitchburg, hit as badly or worse than Worcester by the hurricane, sought the cooperation of their citizens through the medium of radio.

Breaks Repaired

In reviewing the two hectic days, Howard J. Perry, WTAG commercial director, gave credit to the staff for keeping the station on the air, and broadcasting a steady stream of personal appeals, as well as messages mobilizing police, firemen, National Guardsmen, Legionnaires and others in Worcester and surrounding communities.

After the main plant went off the air, the auxiliary equipment, used before construction of the new

KATE

250 WATTS
1420 KC

Southern Minnesota ranks high in prosperity. Two big rich industries, dairy farming and meat packing, make it the region of ready cash. Centered in the ready cash region is KATE, distinguished for listener interest and advertising results. Make this your region of ready sales. Tell your story over KATE.

ALBERT LEA BROADCASTING COMPANY
E. L. Hayek, Pres.
Albert Lea, Minn.

Studios in
Albert Lea and Austin
MINNESOTA

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT!

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour. Available for sponsorship

WATL
ATLANTA

DYNAMITE IN CHICAGO!

Get the impartial survey that blasts all prejudices on Chicago radio! Write for it—read with an eye to fall business! The sensational truth about a market you *can't touch* without

WGES - WCBD - WSBC

plant, was immediately utilized. When this also went off the air, it was the efforts of Edgar (Jack) Frost, operator, in the control room, and Prof. Hobart H. Newell of Worcester Tech, chief engineer, that enabled resumption of broadcasting in about 10 minutes.

Prof. Newell, in a hurried check of transmitting equipment on the wind-swept roof soon found a minor break and repaired it. He then checked the stays of the towers on the roofs of the Park Building and Hotel Bancroft.

Two announcers, James Godfrey and Clarence W. Davis, who were in Boston when the storm broke, hastened back to Worcester and aided the rest of the staff in its task.

Referring to the calm, unruffled manner in which the staff went about its work during the emergency, Mr. Perry pointed out that Mr. Frost had experienced hurricanes previously, when he was radio operator on a United Fruit Co. ship, while he himself had worked under emergency conditions during the Long Beach, Cal., earthquake disaster, when he was connected with Scripps-Howard newspapers in San Diego.

WJAR, PROVIDENCE
By John J. Boyle

WJAR recovered quickly from the staggering blow of the hurricane of last Wednesday. Driven off the air by lack of power at the height of the storm, the station was back at full time duty early Friday. And with its return came the most dramatic period in the history of Rhode Island's pioneer station.

Emergency bulletins by the hundreds from the office of Gov. Robert Quinn, from the Mayors of all Rhode Island cities, from relief agencies, from the Red Cross and from police departments were broadcast over the WJAR transmitter.

Shortwave facilities over W1BBA were installed with the cooperation of the Rev. Charles Mahoney of the Cathedral of St. Peter and Paul, Henry Burns and Jack Campbell, who handled thousands of messages throughout the country in conjunction with WJAR which operated on a 24-hour-a-day emergency schedule, broadcasting personal bulletins in an effort to locate relatives lost in the storm-tossed areas.

WJAR was the only station in Rhode Island whose towers remained intact during the hurricane.

SEEDS and SALES!

For a volume sales harvest, let WAIR sow your advertising seeds throughout this fertile, receptive money-spending market. WAIR is a powerful sales producer.

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

WNBC, NEW BRITAIN
By Milt Berkowitz

THIS station, WNBC, joined with other stations in Connecticut in coming to the assistance of the hurricane and flood sufferers this past week.

The height of the storm came last Wednesday afternoon. New Britain and environs, in the center of the storm area, had already been damaged by a five-day rainstorm. Wednesday at 4:15 p. m. the powerlines to the transmitter in Newington, Conn. broke in five or six different places and we were forced off the air.

General Manager Richard W. Davis and the entire staff of engineers, announcers and office help went out on a frantic search in quest of a gasoline driven motor generator but we were unable to locate one.

WNBC was off the air from 4:15 Wednesday until the power company restored service Thursday at 12:30 p. m.

Under Mr. Davis' orders, the staff remained at the station and the facilities were immediately thrown open to the police, the Red Cross and other relief agencies. WNBC did its part in alleviating the suffering, trying to locate missing relatives and friends and sending out emergency bulletins throughout the day and night.

Authorization was received from the FCC to remain on the air after our usual 7 p. m. signoff.

WNBC originated two remotes from the flood-stricken city of Hartford, both from the top of the Travelers Tower. The second remote, Friday at 3 p. m., was carried by WOV, New York; WPEN, Philadelphia; WELI, New Haven; WCOP, Boston.

WNBH, NEW BEDFORD
By Nathan Malchman

"WHAT a night!" said the WNBH staff after an entire night and a morning calculating and broadcasting returns of the State primary election. "Now for some sleep."

But before desks were closed someone called attention to a rising wind. A peculiar stirring in the treetops and a funny smell in the air prompted a call to the Cuttyhunk Coast Guard Station.

"The barometer has fallen 50 points in an hour," came the report.

It didn't take much thinking to deduce that the hurricane which had missed Florida was rushing into the low pressure area.

On the air went hurricane bulletins, the first at 4:45 Wednesday. At 5:06 p. m. as literally yards of hurricane copy were being pounded out by the radio news staff for the regular 5:30 broadcast, the power failed.

Hoping that an emergency rig might get the station back on the air, the staff deployed about the city to get a first-hand view of the hurricane, by that time a howling terror.

But Station Manager Irving Vermilya and Chief Engineer Clyde Pierce found the transmitter flooded with waist-high water when they arrived at the plant in Fairhaven. Ordinarily it is 100 yards from the high water mark.

As Vermilya and Pierce and the rest of the crew worked frantically, cottages, boats and wreckage of all descriptions floated by the door.

Despite the force of the blow, which reached more than 60-mile velocity at times, the antennas remained in position. The high-velocity transformers and condensers bore the brunt of water damage.

At 6 o'clock Thursday afternoon after continuous work in the shack, the station was ready to go on the air. But falling trees and poles had crippled the power. Not until Friday at 7:30 a. m. was broadcasting resumed. The interval was the longest WNBH had been off the air in its 17 years of operation.

WNBH was the first station on the air in the section. WSAR in Fall River was badly hit, as was every Providence station.

Practically the entire period from 7:30 a. m. until 11:30 p. m. on Friday was given over to hurricane news and broadcast of personal messages. Thousands of the latter were handled for anxious persons trying to reach friends and relatives in all parts of New England. At the time of writing they were still being sent out.

First news of hurricane damage outside of Hartford reached WTIC via teletype from WNBH.

SITTING in the wrecked doorway of WICC's diesel power house is Chief Engineer Garo W. Ray, who had waded through waist-deep water to start the emergency engines when the station was forced off the air. Finally the water battered down the door, causing a complete shutdown.

WFEA, MANCHESTER
By Charles G. H. Evans

ALTHOUGH 60 feet of one mast was blown away in the hurricane, the transmitter isolated and all sources of power lost for two days, WFEA, Manchester, remained on the air with but one break, mobilized the National Guard and the Disaster Relief Corps of the American Legion and cooperated with the Red Cross.

Early on the afternoon of Sept. 21, both power and transmission facilities were interrupted by the high winds that preceded the hurricane. With an emergency supply of power fed through the town of Merrimack, the station crew broadcast the first flood warning, issued from the U. S. Weather Bureau at Concord, N. H. at 4 o'clock on the afternoon of the 21st. With the Manchester studios out of communication with the transmitter, an urgent warning was issued to all residents near the banks of the Merrimack and tributary rivers to seek higher land. At the same time, calls were broadcast to the Disaster Relief organization, ordering all Legion members to report to their headquarters at once. Final loss of power ended broadcasting at 5 o'clock.

With but a few power and telephone poles standing between Manchester and Reed's Ferry, eight miles westward, at the end of the big blow and with the Merrimack River rising hourly and threaten-

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

95% Listen to WDRC!

Dr. Daniel Starch and staff called on families of every income bracket in the large Hartford County. Of All the radio families interviewed, they found 95% in the evening, and 91% in the daytime, listen regularly to WDRC!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY

2,300,000 New Englanders

comprise the potential listening audience of station

WLAW

Lawrence, Massachusetts

680 Kilocycles 1,000 Watts

ing to duplicate the flood conditions of 1936, the technical staff of the station set about securing a power supply and setting up communication facilities. A suitable generator was secured from a local electrical machinery exchange and to drive it, a farm tractor from an automotive agency. These were trucked from Manchester to the transmitter lot at Reed's Ferry and hurriedly set up on the ground, from where the power was to be fed to the filament generators and the plate rectifier.

With a signal back on the air, WFEA devoted its facilities first to clearing the streets of Manchester and nearby cities of pedestrians and motorists in order that relief crews might set about the work of opening highways clogged with fallen trees and poles. It aided the National Guard and the Manchester Police Department in enforcing a modified form of martial law in which all places of business closed at 6 p. m., and under which all citizens were required to be off the streets at the same hour. Supplies of cots and blankets were secured for the American Red Cross and American Legion refugee stations and instructions to relief agencies relayed from Governor Murphy's emergency relief committee.

Three days after the hurricane and with the flood waters subsiding, WFEA was still kept on the air with make-shift generating equipment and was using shortwave to transmit its programs from control room to transmitter.

WATR, WATERBURY

WATR was the only station in Connecticut to remain on the air all during the hurricane that caused havoc in New England. With all other stations in the State silenced for periods ranging from several hours to several days, WATR served Connecticut with information as to impassable roads, dangerous areas, casualties, etc. The functioning of WTAR's transmitters, while some of the nation's outstanding radio outlets were incapacitated, was viewed as a tribute to Harold Thomas, WATR president and radio engineer, designer of its transmitting facilities.

Throughout Wednesday afternoon and evening the staff of WATR operated at capacity with a continual barrage of "Live wires dangling on Baldwin Street! . . . Three alarm fire raging in West End. . . . General fire alarm . . . Police and firemen report to stations. . . . Transradio News reports New London, Conn., being destroyed by fire. . . . New Haven badly crippled. . . . Hartford hit by flood equal to its 1936 deluge. . . . Personal communication! James Roe is advised to contact family immediately . . . urgent. . . . Contact family, James Roe, urgent!"

Throughout the night WATR rendered an emergency service. All staff members including announcers, remote operators, reporters and news editors were on continuous duty for 48 hours.

The storm's aftermath is being pictured to WATR's listeners through remote hookups to Hartford, New Haven, Middletown, Pittsfield and Springfield, Mass. Jimmy Parker, announcer and program director and Announcers Roy Flynn and Charles Cutler are handling remote points.

WLLH, LOWELL
By Bob Dorah

WLLH was one of the few, if not the only, radio station in the New England area directly affected by the hurricane and flood which did not lose a minute of time during the emergency period. This station was on the air continuously from 7:30 a. m. Wednesday, Sept. 21, until midnight the night of Sept. 22 —a 40½ hour period which included both disasters.

At 4:40 p. m. Wednesday the antenna of our booster synchronized station in Lawrence was blown down, putting the Lawrence transmitter off the air until Thursday noon. The Lowell transmitter was not affected and remained on the air throughout the night.

The service of this station was reduced by the fact that electric power was shut off in a great many homes, and yet the response of the audience was magnificent. Shortly after 11 p. m. Wednesday an appeal was broadcast for WPA workers to report at once for work on an emergency dike, and within an hour more than a thousand had reported. This is just one example.

WLLH carried the first warning of the twin disaster, with an announcement at 8:15 that a tropical hurricane was headed this way; and an announcement at 9:30 a. m. that a flood of major portions would reach here by Friday morning. Our noon news broadcast carried a fuller and complete warning of what to expect and called attention to the grave prospects, but the early editions of the afternoon papers passed over the topic lightly.

Our local bulletins were supplemented during the all-night broadcast by numerous Yankee Network and Mutual flood reports.

Because of the early warning given by radio to those in areas affected by the flood, the evacuation of threatened homes was accomplished in an orderly manner. There was the usual stream of proclamations, warnings, appeals, and miscellaneous bulletins issued by mayors, heads of departments, and heads of emergency agencies, broadcast throughout the danger period, and a large volume of personal messages to those isolated by the flood.

Having been through a more serious flood two years ago, we knew the vital angles to be covered and the whole job was handled in an orderly manner. Radio did a workmanlike, efficient, calm job.

WLAW, LAWRENCE
By Irving E. Rogers

WLAW's four-mile power line between studio and transmitter failed at 5:15 Wednesday evening as the hurricane raged. This was one hour and 5 minutes before our signoff time.

Two electric light company crews worked all night under great handicaps and restored the line for resumption of broadcasting Thursday morning at 7:03, only three minutes behind schedule. There were no more interruptions.

WLAW asked for and received special permission from the FCC for night broadcasting because of the emergency [WLAW operates with 1,000 watts daytime on 680 kc.]. Then it broadcast continuously for 41 hours until an emergency signoff at midnight Friday.

The Station's facilities were placed at the disposal of all governmental and relief agencies. Messages were sent to stricken areas and personal messages concerning the safety of families and individuals were broadcast at regular periods. All available news concerning this section of the country bearing upon both hurricane and flood conditions was broadcast. News bulletins and emergency messages were given exclusive preference.

The greatest community and sectional service was maintained. Public and agency officials, newspaper editors and reporters of the *Lawrence Tribune* and *Eagle* broadcast reassuring messages at intervals during the emergency which has now passed. We provided the only source of information available to local and state police and to the Merrimac Valley locks and canals officials.

Maple Leaf on 21

MAPLE LEAF MILLING Co., Toronto (Maple Leaf and Monarch flours), is sponsoring *Romance of Dan & Sylvia*, quarter-hour transcribed serial, three days weekly on 21 stations in Canada. Program is being merchandised through descriptive folders inserted in each sack or package of flour, the folder containing pictures of the characters and a list of stations and times of broadcast, and also through window streamers which have been distributed through the stations. Sponsor also featured this program in its exhibit at the Canadian National Exposition in Toronto, which was seen by more than 500,000 people. Program, produced and transcribed by Viking Radio Productions, New York, is also available to American advertisers, according to Allan Wilson, Viking's general manager. Maple Leaf broadcasts, placed through Cockfield-Brown & Co., Toronto, include the following stations: CFCY CHNS CJCB CFNB CHSJ CFRC CBO CKSO CFRB CKLW CFAR CKY CKCK CFQC CFAC CJOC CJCA CFGP CKOV CJAT CBR.

RECENTLY awarded high honors by the Women's National Radio Committee, the *America's Town Meeting of the Air* on NBC-Blue on Sept. 21 was given the third annual radio award of the American Legion Auxiliary during a broadcast from Los Angeles. Dr. James Rowland Angell, NBC education counsel and former president of Yale, accepted in a speech from Radio City.

From New York American

"I hope you don't think I knocked that guy out just to say 'Hello, mom'!"

Remanding Asked In Brooklyn Case

FCC Makes Request to Court Following Recent Appeal

THE FCC did the unusual Sept. 27 by asking the U. S. Court of Appeals of the District of Columbia to remand to it the so-called "Brooklyn cases", so it can reconsider its decision from which appeals had been taken.

WLTH and WARD, Brooklyn stations ordered deleted by the FCC after several years of hearing and rehearing, appealed from the Commission's decision. On Sept. 10 a brief challenging the FCC's action was filed in behalf of the stations by Paul M. Segal, George S. Smith and Harry P. Warner, attorneys, calling the action a "flat abuse of the power" [BROADCASTING, Sept. 15].

In its motion to remand, the Commission said its decision was written prior to a series of decisions by the court in which the court reversed and remanded FCC actions because of errors in the facts and in following what the court construed as proper hearing procedure.

"The Commission believes," said the motion, "that it should not impose upon the time of this court in continuing to contest the appeal herein in view of the recent decisions of this Court recited herein, as it may result only in the case being remanded to the Commission for further proceedings in accordance with the law established in the Heitmeyer, Saginaw, and Tri-State cases, as to detailed findings".

KCMO Now Regional

KCMO, Kansas City, was elevated from local to regional status in a decision of the FCC Sept. 16, authorizing it to change frequency from 1370 kc to 1450 kc. and to increase power from 100 to 1,000 watts, effective Sept. 23. Simultaneously, the FCC denied the applications of L. L. Coryell Sr. and Jr. for a construction permit for a new station in Lincoln, Neb. to operate on the same frequency as well as that of KFOR, Lincoln, to shift from 1210 to 1450 kc.

Olds Football on KXOK

OLDS MOTOR WORKS, Lansing, is broadcasting nine college football games play-by-play on KXOK, St. Louis, under a cooperative arrangement by which the cost is split among local dealers and the manufacturer. Griesedick Bros., St. Louis (beer) is sponsoring half-hour resumes at conclusion of the games, placing through Anfenger Adv. Agency, St. Louis.

THE 1937-38 sales promotion campaign of the Mutual Broadcasting System was selected on Sept. 23 as one of the 50 direct mail leaders of 1938 by Direct Mail Advertising Assn., New York. Robert A. Schmid, Mutual's sales promotion manager, was selected as one of the four speakers at the Direct Mail Convention in Chicago, Sept. 30.

VINCENNES (Ind.) *Sun-Commercial*, published by E. C. Pulliam, operator of WIRE Indianapolis, has applied to the FCC for a new station in its community to operate with 100-250 watts on 1420 kc. Mr. Pulliam also publishes the *Lebanon Reporter* and *Huntington Herald-Press*, Indiana dailies.

New York Stations Pool Equipment

(*Continued from page 14*)

generators in the basement and local firemen stood by with additional pumps in case the water got beyond control.

At 9:45 power was restored to WEAF and it returned to the air, but WJZ continued to carry the Red schedule until the end of the Kay Kyser broadcast at 11, the two stations broadcasting the same programs for an hour-and-a-quarter until it was certain that WEAF was back on the air for good. Commercial programs which WEAF did not broadcast were: *Backstage Wife*, sponsored by R. L. Watkins Co., cut off midway at 4:08; *Stella Dallas*, by Chas. H. Phillips Chemical Co.; *Life Can Be Beautiful*, by Procter & Gamble Co.; *Your Family & Mine*, by Sealtest; *Little Orphan Annie*, by Wander Co.; and Liggett & Myers' *Chesterfield Sports Column. Amos 'n' Andy*, for Campbell Soup Co.; *Revelers Quartette* for Richardson & Robbins Co.; *One Man's Family* for Standard Brands; *Tommy Dorsey* for Brown & Williamson Tobacco Corp.; *Town Hall Summer Show* and *For Men Only*, both sponsored by Bristol-Myers Co., were broadcast on WJZ instead of WEAF. The last 15 minutes of *For Men Only* and the full hour of American Tobacco Co's. *Musical Klass* were heard on both stations. Outside of New York all programs of both Red and Blue networks were heard as usual, according to NBC's traffic department, which reports that no other stations were interrupted by the storm.

WABC Forced Off Air

WABC, CBS key station in New York, was forced off the air at 5:42 p. m. when the power plants in Jacksonville, N. J. and Boonton, N. J., which supply energy for the station's transmitter at Wayne, N. J., both failed and it did not get back on the air until repairs had been completed at 10 p. m. WABC programs, however, were off the air for only 48 minutes. At 6:30 Bob Trout's program of European news was broadcast on WHN, N. Y., and at 6:45 the municipal station, WNYC, began picking up CBS programs, which it broadcast during the rest of the evening. Giving up not only its program schedule, but its place on the dial as well, WNYC engineers shifted their signal from 810 kc. to 860 kc., WABC's frequency, so that listeners might continue to receive CBS programs at the accustomed spots on their dials.

Only commercial program canceled by WABC was *The Mighty Show*, sponsored by Penick & Ford. Commercials shifted to WNYC include: General Foods' *Lum & Abner; Gang Busters*, for Colgate-Palmolive-Peet, and *Paul Whiteman*, for Liggett & Myers Tobacco Co. Question of billings for programs broadcast by other than the scheduled stations was being discussed by executives of both NBC and CBS.

Work of getting WABC's program from its studios to the transmitters of WHN and WNYC was greatly facilitated by WOR, which has lines from its patchboard to every station in New York and which fed the CBS programs through the WOR master control through to the other stations. In addition to its service to its fellow broadcasters, WOR did not neglect to keep its own audience informed about delayed train schedules, flooded highways and traffic rerouting which might help stranded suburbanites get safely home. Local bulletins obtained from railroad officials and police traffic departments were broadcast frequently throughout the night, augmented with news of conditions up and down the Coast from Transradio News and Press Radio Bureau.

Dave Driscoll, head of the station's special features division, set up his WOR-MBS microphone in Coast Guard headquarters at the Custom House where rescue operations along the Coast were directed. Several times during the evening Driscoll interviewed Coast Guard officials as to the progress of their relief work for the stricken communities. Another of the MBS storm coverage broadcasts originated at WTHT, Hartford, with witnesses giving first-hand descriptions of the conditions in that storm-swept city.

Frequent news bulletins were broadcast by all New York stations as well as by the networks, who also put on a number of special broadcasts from various points in the storm's path. At 11:30 p. m., CBS broadcast a round-up of last-minute news from New York, Boston and Hartford. At the same time NBC-Blue broadcast a similar roundup that also included an interview with officials of the Red Cross and Weather Bureau in Washington. NBC-Red at that time put on a program from the WEAF transmitter site, with engineers and power company officials describing the reasons for the station's shutdown. Other such programs were also broadcast for several days following, describing progress of the rescue work through the entire stricken area.

By keeping in constant contact with radio amateurs in the flood areas, WNEW, New York, was able to relay many important messages to relief agencies as well as to keep its listeners informed of the situation. Collaborating with the Automobile Club, the railroads and the subway lines, WNEW also broadcast many bulletins informing travelers and commuters of shutdowns and announcing restoration of services.

WMCA, New York, on Thursday night (Sept. 22) located a New York, New Haven & Hartford train which had been lost since the day before when it had been halted at Westerly, R. I., completely cut off from communication with the rest of the world. Unable to make direct contact, WMCA responded to requests from relatives of the passengers by asking amateur station W2E1O in New York to attempt to contact Westerly. After four hours of persistent calling, a reply from W1BBS in Westerly was intercepted by W2BZ, which relayed the "ham" network message to WMCA. The message: "Passengers okay, being taken care of by American Red Cross at Westerly; no casualties; no accidents," was passed on by WMCA to anxious relatives and railroad officials.

When the RCAC stations at Riverhead and Rocky Point, L. I., were hit by the storm and service partially disrupted, this company switched most of its messages to its stations at New Brunswick and Tuckerton, N. J., and also took over the experimental station atop the Empire State Bldg., which NBC has been using for its experimental television broadcasts, for communication between Rocky Point and New York RCAC offices.

"Among listeners who know radio best it's KTUL by TWO to ONE!"

5000 WATTS DAY
1000 WATTS NIGHT
KTUL
IN TULSA
• CBS •
REPRESENTED BY - FREE & PETERS

WAVE IS THE "KERNEL" OF KENTUCKY!

Right smack in WAVE's 43-county sphere lies the entire Louisville Trading Area—the one richest market of all Kentucky and Southern Indiana! . . . WAVE's million listeners, most of whom live *within* the Louisville Trading Area, own 67% more wired homes and 59% more passenger cars, than found in all the 93 Kentucky counties which WAVE *doesn't* cover! . . . If you want the whole, amazing story, ask FREE & PETERS! That's all *we* ask.

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INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

That's one thing any huddle of smart advertisers will agree on. WTCN is first choice not only for its complete Twin City coverage but for the One Million buying-minded listeners it attracts and holds.

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"IN THE TWIN CITIES"
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ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
SEPTEMBER 14 TO SEPTEMBER 28, INCLUSIVE

Decisions . . .

SEPTEMBER 15

MISCELLANEOUS — KFVS, Cape Girardeau, Mo., and WRTD, Richmond, Va., granted orders take depositions; NEW, Wichita Bcstg. Co., Wichita Falls, Tex., granted postponement effective date CP pending court decision; NEW, Larry Rhine, San Francisco, granted petition intervene Golden Gate Bcstg. Co.; NEW, Anne Jay Levine, Palm Springs, Cal., dismissed without prejudice; NEW, Kamerad-Smith Bcstg. Co., Holland, Mich., denied as in default.

NEW, Food Terminal Bcstg. Co., Cleveland—CP 1500 kc 100 w D denied on reconsideration.

NEW, N. B. Egeland, Fort Dodge, Ia.—Denied CP 1500 kc 100 w D.

SEPTEMBER 16

MISCELLANEOUS — NEW, Orville W. Lyerla, Herrin, Ill., granted continuance deposition date; NEW, George H. Payne, San Jose, Cal., granted continuance hearing; WBAL, Baltimore, dismissed without prejudice applic. CP 1060 kc 10 kw unl., heretofore set for hearing; WMBC, Detroit, granted withdrawal without prejudice applic. CP 600 kc 250 w unl.

NEW, L. L. Coryell & Son, Lincoln, Neb.; KFOR, Lincoln; KCMO, Kansas City—L. L. Coryell & Son denied CP 1450 kc 250 w 1 kw unl.; KFOR denied CP change 1210 kc 100-250 w to 1450 kc 1 kw 5 kw D; KCMO granted CP change 1370 kc 100 w to 1450 kc 1 kw.

SEPTEMBER 19

MISCELLANEOUS — WEBQ, Harrisburg, Ill., KWNO, Winona, Minn., KTBS, Shreveport, granted petitions to take depositions; WJBK, Detroit, granted request for subpoenas duces tecum re applic. MBS extend authority transmit programs to Canadian stations.

SEPTEMBER 20

MISCELLANEOUS — KEX, Portland, Ore., granted unl. time 5 kw to 10-24-38; WSJS, Winston-Salem, N. C., granted CP new trans., antenna, move locally; WHLS KYSM WGBF KAWM WFIL KFJM WDBJ, granted licenses for CP's; NEW, Coastal Bcstg. Co., Brunswick, Ga., WJBL, NEW, Civic Bcstg. Corp., Syracuse, KVCV-KHSL, Redding and Chico, Cal., all granted petitions take depositions; NEW, Sentinel Bcstg. Corp., Salina, N. Y., granted auth. take depositions; KGGF, Coffeyville, Kan., granted continuance hearing on applic. vol. assign. license.

SEPTEMBER 21

MISCELLANEOUS—KMMJ, Clay Center, Neb., granted CP move to Phillips, Neb., and main studio to Grand Island, new radiator; George W. Young, Minneapolis, applic. renewal television license dismissed with prejudice; NEW, U. S. Bcstg. Co., Washington, applic. CP 1310 kc 100 w unl. dismissed with prejudice; NEW, Metropolis Co., Jacksonville, Fla., granted reconsideration decision denying applic. new station; WRDO, Augusta, Me., denied request Harry P. Rines for leave to file petition re renewal applic., dismissed petition for relief; KPLT, Paris, Tex., denied reconsid. & grant without rehearing applic. transfer control; NEW, McComb Bcstg. Corp., McComb, Miss., granted in part pet. further hearing and remanded to docket.

SET FOR HEARING WWSW, Pittsburgh, consent transfer control to P. G. Pub. Co.; KLX, Oakland, Cal., CP move trans. locally, new equip., radiator, increase to 5 kw; WOC, Davenport, Ia., CP move trans. locally, new equip., antenna, change 1370 kc 100-250 w to 1390 kc 500 w 1 kw D directional N; WAGA, Atlanta, Ga., vol. assign. license to Liberty Bcstg. Corp.

SEPTEMBER 22

MISCELLANEOUS — NEW, Colonial Bcstg. Corp., Norfolk, Va., granted continuance along with WGH for continuance oral argument to 12-15-38; NEW, Laredo Bcstg. Co., Laredo, Tex., granted continuance hearing to December; NEW, Suffolk Bcstg. Corp., granted continuance hearing to 11-23-38; KSAN, San Francisco, granted continuance hearing to 9-26-38; KEX, Portland, Ore., dismissed without prejudice applic. CP 1160 kc 5 kw unl.; WMIN, St. Paul, continued hearing renewal 60 days; WOW, Omaha, denied opposition applic. order for WRTD to take depositions; WHJB, NEW, John T. Alsop Jr., Ocala, Fla., WJBC granted petitions take depositions.

SEPTEMBER 23

WTBO, Cumberland — Applic. consent transfer control to Delaware Channel Corp. dismissed with prejudice.

SEPTEMBER 26

MISCELLANEOUS—WMCA, New York, granted postponement hearing to 11-29-38; NEW, Birmingham News Co., Birmingham, denied continuance oral argument; NEW, Civic Bcstg. Corp., Syracuse, denied order requiring intervenors to produce documents; WLBL, Stevens Point, Wis., granted acceptance answer re applic. KROC; NEW, Citizens Voice & Air Show, Provo, Utah, dismissed motion continue hearing; NEW, J. Samuel Brody, Sumter, S. C., granted acceptance appearance; WIBW, Topeka, granted petition to file brief re applic. W. F. Huffman, Wisconsin Rapids; KAND, Corsicana, Tex., denied continuance hearing, but hearing continued on Commission's own motion.

SEPTEMBER 27

WCOU, Lewiston, Me., granted license for CP 1210 kc 100 w unl.; WSYB, Rutland, Vt., granted license for CP increase hours; WNYC, New York, granted CP new trans., radiator; WGAN, Portland, Me., granted license for CP 640 kc 500 w ltd.; NEW, Eastern Nevada Bcstg. Co., Ely, Nev., denied as in default applic. CP; KATE, Albert Lea, Minn., cancelled oral argument KFAM; KPLT, Paris, Tex., denied continuance hearing; NEW, Birmingham News Co., Birmingham, granted continuance oral argument; KFJZ, Fort Worth, granted pet. depositions; WHAI, Greenfield, Mass., granted pet. take depositions.

SEPTEMBER 28

MISCELLANEOUS—KOTN, Pine Bluff, Ark., granted mod. license D to unl.; renewals granted WMCA, WHN, KTFI, WRR, WNEW, KGCU, KROW, KVOA; NEW and WTOC, Savannah, denied rehearing re applic. Arthur Lucas 1310 kc 100 w un., granted 5-25-38, and dismissed demurrers of applicant to petitions.

SET FOR HEARING — NEW, John F. Nolan, Steubenville, O., CP 1310 kc 100 w D; NEW, Lawrence J. Heller, Washington, D. C., CP 1310 kc 100-250 w unl.; KGVO, Missoula, Mont., mod. license N 1 to 5 kw; KGNO, Dodge City, Kan., CP change trans., new radiator, increase to 500 w; NEW, M. & M. Bcstg. Co., Marinette, Wis., CP 570 kc 250 w D; NEW, William H. Bates Jr., Modesto, Cal., CP 740 kc 250 w D; NEW, Winfield A. Schuster, Worcester, Mass., CP 1260 kc 100 w unl.; NEW, Thomas B. McTammany, Modesto, Cal., CP 740 kc 250 w D; WEDC, Chicago, CP increase to 250 w, add midnight-6 a. m.; NEW, Kingston Bcstg. Corp., Kingston, N. Y., CP 1500 kc 100 w D; NEW, Richland Inc., Mansfield, O., CP 1370 kc 250 w D; WPG, Atlantic City, CP move to New York, etc., vol. assign. license to Greater New York Bcstg. Corp.; NEW, Edwin A. Kraft, Fairbanks, Alaska, CP 610 kc 1 kw unl.; renewal applications (temporary licenses granted of WTCN, WJRD, WKAQ, WJBW, KFOX, KYA, WNEL, WCAM.

FOR both site surveys and station promotion, KANS, Wichita, uses this 7-foot balloon, which supports antenna during surveys. It has been used frequently at special events pickups along with the mobile unit, according to Herb Hollister, manager.

Examiners' Reports . . .

NEW, General Electric Co., Albany—Examiner Hyde recommended (I-722) that applic. CP television be granted.

WMFD, Wilmington, N. C.—Examiner Seward recommended (I-723) that applic. increase 100 w D to 100-250 w unl. be granted.

NEW, Asheville Daily News, Asheville, N. C.—Examiner Hill recommended (I-724) that applic. CP 1370 kc 100 w unl. be granted.

WHEF, Kosciusko, Miss.—Examiner Dalberg recommended (I-725) that applic. renewal be dismissed with prejudice.

Applications . . .

SEPTEMBER 15

NEW, Enrique Abarca Sanfeliz, San Juan, P. R.—CP 580 kc 1 kw unl. amended to 5 kw D directional.

WBBC, Brooklyn—Auth. transfer control to Peter Testan and Millie Testan.

WDRC, Hartford—CP increase N to 5 kw directional.

WWRL, Woodside, N. Y.—Mod. license spec. to unl., asks WCNW facilities.

NEW, WAVE Inc., Louisville—CP 880 kc 500 w unl. directional, amended to Gateway Bcstg. Co.

WTEL, Philadelphia—Mod. license to 1500 kc unl., amended to omit request for change in frequency, and change time to Sh.-WHAT.

NEW, Martinsville Bcstg. Co., Martinsville, Va.—CP 1420 kc 100-250 w unl.

KLCN, Blytheville, Ark.—CP new antenna, move studio, trans.

WSTP, Salisbury, N. C.—Mod. CP re antenna, studio, trans sites.

WHA, Madison, Wis.—CP increase 5 to 50 kw 670 kc unl.

WLBL, Stevens Point, Wis.—Vol. assign license to Board of Regents, Univ. of Wisconsin.

NEW, Grant Union High School District, North Sacramento, Cal.—CP 1410 kc 250 w D, amended to 100 w 1420 kc.

NEW, Central Bcstg. Co., Mitchellville, Ia.—CP 1000 kc 1 kw midnight-6 a. m. A-3 emission.

SEPTEMBER 16

WKOK, Sunbury, Pa.—Mod. license to unl.

KRLD, Dallas—CP increase 10 to 50 kw unl., amended to omit request for change in hours.

NEW, Vincennes Newspapers, Vincennes, Ind.—CP 1200 kc 100-250 w unl., amended to 1420 kc 100 w.

KRRV, SHERMAN, Tex.—CP change 1310 kc 250 w D to 880 kc 1 kw unl.

NEW, WJMS Inc., Ashland, Wis.—CP 1200 kc 100-250 w unl., amended to 1310 kc.

WTAD, Quincy, Ill., and KDYL, Salt Lake City—License for CPs.

SEPTEMBER 19

WRR, Dallas—CP new trans., increase to 1 kw.

KRIS, Corpus Christi, Tex.—CP new trans., directional N, increase to 5 kw.

WIRE, Indianapolis—License for CP change antenna, move trans.

KPQ, Wenatchee, Wash.—CP new trans.

KIEM, Eureka, Cal.—Mod. license N to 1 kw.

SEPTEMBER 24

NEW, Birney Imes, Columbus, Miss.—CP 1370 kc 100-250 w unl.

NEW, Julius H. Dixon, Tupelo, Miss.—CP 1500 kc 100-250 w unl., asks WHEF facilities.

WTAQ, Green Bay, Wis. — CP new trans., change antenna, increase 1 to 5 kw.

KXOK, St. Louis—License for CP as mod.

KDLR, Devils Lake, N. D.—License for CP increase power.

KRBM, Bozeman, Mont. — Vol. assign. CP to KRBM Bcstrs.

SEPTEMBER 26

NEW, Thumb Bcstg. Co., Sandusky, Mich.—CP 1370 kc 100-250 w unl. amended to 880 kc 1 kw D.

WGST, Atlanta—CP increase N to 5 kw directional.

WJHL, Johnson City, Tenn.—Mod. CP re studio, trans. site.

KGEK, Sterling, Col.—CP radiator, move studio, trans., change spec. to D only.

Gadget Makers Confer With Jett on Proposal For FCC Regulations

MANUFACTURERS and users of low-power radio frequency devices met Sept. 19 with E. K. Jett, chief engineer of the FCC, for an informal "engineering conference" on the proposed rules and regulations governing operation of the devices and generally concurred with the FCC in the necessity for formulating a "temporary" control over interference to broadcast and other reception arising from the operation of remote radio controls, record players, and diathermy and X-ray apparatus [BROADCASTING, Sept. 1].

Although Mr. Jett, at the outset of the meeting, declared that the chief concern of the proposed rules centered on interference arising from the use of low-power radio frequency devices without radio station licenses and that diathermy and similar medical apparatus would be treated as a separate subject in legislative recommendations to Congress, representatives of several firms testified that under strict interpretation of the proposed regulations operation of their diathermy and physiotherapy devices would not come within the prescribed standards. Aside from this general observation, other witnesses recognized the need for interference control and lauded the FCC for "anticipating future complications". No far-reaching amendments to the proposals were formally offered at the meeting.

Appearing at the meeting were G. E. Gustafson, chairman of the FCC-Radio Manufacturers Assn. conference committee; Francis M. Ryan, of A. T. & T.; O. Fred Ross, editor of *Radio Retailer;* Alexander Senauke, representing several manufacturers of diathermy equipment; John T. Potter, of Radiograph Corp., radio listener survey firm; Ralph Harmon, of Westinghouse E. & M. Co.; S. C. Holston, Cincinnati; C. M. Wilcox, of Wilcox-Gay Corp., Charlotte, Mich., manufacturers of phonograph record players; R. M. Wilmotte, representing NAB; and David Grimes and Dr. Chas. Travis, appearing for Philco Radio & Television Corp.

NETWORK ACCOUNTS

(All time EST unless otherwise specified)

New Business

QUAKER OATS Co., Chicago (cereal), on Oct. 1 starts *Tommy Riggs* on 60 NBC-Red stations, Sat., 8-8:30 p. m. Agency: Ruthrauff & Ryan, Chicago.

GENERAL MILLS, San Francisco, on Sept. 26 started a five-a-week transcribed serial, *Jack Armstrong*, Mon. thru Fri., 5:30-5:45 p. m. (PST)., on Mutual-Don Lee network in California except KVEC. Agency: Westco Adv. Agency, San Francisco.

BELEM PRODUCTS Co., Houston (Belem Lotion), on Sept. 30 started Bruce Layer, sports writer, on Texas Quality Network, Fri., 6:45-7 p. m. Agency: Giezendanner-Gilliam & Co., Houston.

LEWIS-HOWE Co., St. Louis (Tums), on Sept. 30 started *Rural Mail* on Texas Quality Network, Fri., 9:30-9:45 p. m. Agency: H. W. Kastor & Sons Adv. Co., Chicago.

DUNCAN COFFEE Co., Houston (Duncan Coffee), on Sept. 11, for 12 weeks, started *Ebenezer Colored Choir* on TQN, Sun., 8-8:30 a. m. Agency: Steele Adv. Agency, Houston.

FOLSOM Co., Dallas (Circle-Air Heaters and Air Conditioning), on Sept. 25, started *Bel Canto Quartet* on TQN, Sun., 3:15-3:30 p. m., for 13 weeks. Agency: Harry McMains Agency, Dallas.

FELS & Co., Philadelphia (Naptha soap chips), on Oct. 5, starts *Hobby Lobby* on NBC-Blue (Pacific Coast NBC-Red), Wed., 8:30-9 p. m. Agency: Young & Rubicam, N. Y.

BROWN & WILLIAMSON Tobacco Corp., Louisville (Avalon cigarettes), on Oct. 1 started *Avalon Time*, variety show featuring Kitty O'Neill, Red Foley, Del King and Peter Grant, Sun., 7-7:30 p. m., on 54 NBC-Red stations, repeat 9:30 p. m. PST for West Coast. Russell M. Seeds & Co., Chicago, is agency.

J. B. WILLIAMS Co., Glastonbury, Conn. (Glider and Williams shaving cream), on Sept. 12, started Dr. Harry Hagen's *True or False* on NBC-Blue network, Mon., 10-10:30 p. m. Agency: J. Walter Thompson Co., N. Y.

STERLING PRODUCTS, Wheeling (Bayer Aspirin), on Sept. 11, resumed *American Album of Familiar Music* on 56 NBC-Red stations, Sun., 9:30-10 p. m. Agency: Blackett-Sample-Hummert, N. Y.

LOOSE-WILES BISCUIT Co., Long Island City, N. Y., on Oct. 4 starts *The Sunshine Reporters* on 10 Yankee stations, Tues., Thurs., 7:30-7:45 p. m. Agency: Newell-Emmett Co., New York.

CANADA DRY GINGER ALE, New York, on Nov. 15 starts *Information Please* on NBC-Blue, Tues., 8:30-9 p. m. Agency: J. M. Mathes, N. Y.

PURE OIL Co., Chicago (petroleum products), on Sept. 22, started *Red Grange* on 11 CBS stations, Thurs. and Sat., 6-6:15 p. m. Agency: Leo Burnett, Chicago.

KELLOGG Co., Battle Creek, Mich. (corn flakes), on Oct. 3 starts *Howie Wing*, on 40 CBS stations, Mon. thru Fri., 6:15-6:30 p. m. Agency: J. Walter Thompson Co., N. Y.

MENNEN Co., Newark (shaving cream), on Oct. 10 starts *Sam Hayes'* on 7 CBS stations, Mon., 8-8:15 p. m. (PST). Also on Oct. 9, will start *People's Rally* on 8 Mutual stations, Sun., 3:30-4 p. m. Agency: H. M. Kiesewetter Adv., N. Y.

SPERRY FLOUR Co., San Francisco, on Sept. 26 started *Dangerous Road* on 6 NBC-Pacific stations, Mon. thru Fri., 10:30-10:45 a. m. PST. Agency: Westco Adv. Agency, San Francisco.

CALIFORNIA PRUNE & Apricot Growers Assn., San Jose, Cal. (Sunsweet prunes) on Sept. 30 started for 10 weeks, *Housewives Protective League* on 6 CBS Pacific Coast stations, Fri., 12:45-1 p. m. Agency: Long Adv. Service, San Jose.

WHITE LABORATORIES, Newark (Feenamint), on Sept. 12 started for 13 weeks, participation in *Noon Day News* by Norman Nesbitt on 8 Southern California Don Lee stations, Mon. thru Fri., 12 noon-12:15 p. m. (PST). Agency: William Esty & Co., New York.

CARDINET CANDY Co., Oakland, on Oct. 16 transfers *Night Editor* from NBC to CBS network on Pacific Coast, Sun., 7:45-8 p. m. (PST). Agency: Tomaschke-Elliott, Oakland.

CALIFORNIA PRUNE & Apricot Growers Assn., San Jose, on Sept. 30 started *Fletcher Wiley* on 8 CBS Pacific stations, Fri., 12:45-1 p. m. (PST). Agency: Long Adv. Service, San Jose.

S & W FINE FOODS, San Francisco, on Oct. 16 transfers *I Want a Divorce* from NBC to CBS network on Pacific Coast, Sun., 7:30-7:45 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

Network Renewals

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), on Sept. 26 renewed *Bachelor's Children*, on 18 CBS stations, Mon.-Fri., 9:45-10 a. m. Agency: Roche, Williams & Cunnyngham, Chicago.

WESSON OIL & SNOWDRIFT SALES Corp., New Orleans, renews *Hawthorne House* on NBC-Pacific Red, Mon., 9-9:30 p. m. (PST). Agency: Fitzgerald Adv. Agency, New Orleans.

Next Generation

SECOND generation has arrived in radio, according to Ted Kimball, veteran announcer at KDYL, Salt Lake City. In 1926, as "Brother Ted", Mr. Kimball conducted a children's program and came to know several child entertainers. Twelve years later, during a recent *KDYL Kangaroo Artists Revue*, he was amazed when one of the former stars of his 1926 show walked on the platform—leading a two-year-old child—ready to appear on the show as a mother-daughter act.

GENERAL MILLS, Minneapolis (Wheaties), on Sept. 26 renewed *Jack Armstrong* on 16 NBC-Red network stations, Fri., 5:30-5:45 p. m. Agency is Blackett-Sample-Hummert, Chicago.

SUSSMAN, WORMSER & Co., San Francisco (S & W foods), on Sept. 15 shifts *I Want a Divorce* from 9 NBC-Pacific Red stations, Sun., 8-8:15 p. m. to 8 CBS Pacific Coast stations, Sun., 7:30-7:45 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

STANDARD OIL Co. of California, San Francisco, on Sept. 22 switched *Standard Symphony Hour* on NBC-Pacific Red to Hollywood for six weeks.

GENERAL FOODS Corp., New York (Huskies), postpones start of *Joe Penner* program on 72 CBS stations, from Sept. 29 to Oct. 6, Thursday, 7:30-8 p. m. (EST), with rebroadcast, 5:30 p. m.

CARDINET CANDY Co., Oakland, Cal. (candy bars), on Oct. 16 shifts *Night Editor* from 7 NBC-Pacific Red stations, Sun., 9-9:15 p. m. to 7 CBS Pacific Coast stations, plus KSL, KLZ, KOY, KGGM, Sun., 7:45-8 p. m. Agency: Tomaschke-Elliott, Oakland.

BROWN & WILLIAMSON Tobacco Corp., Louisville (Bugler cigarettes), on Oct. 1 moves *Plantation Party* on WOR-Mutual network from Sat., 10:30-11 p. m. to Sat., 10-10:30 p. m. Agency: Russell M. Seeds, Chicago.

LIGGETT & MYERS Tobacco Co., New York (Chesterfield cigarettes), on Oct. 6 starts *Last Minute Football News* with Eddie Dooley on 76 NBC-Red stations, Thurs., Sat., 6:30-6:45 p. m., replacing *Chesterfield Sport Column* on 51 NBC-Red stations, Mon. thru Sat., 6:30-6:45 p. m., which has been broadcast through the baseball season. Agency: Newell-Emmett Co., N. Y.

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00 $40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

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NEW UNIVERSAL FULL FREQUENCY CUTTING HEAD

The PERFECT electrically, magnetically and mechanically balanced cutting head. Produces clear crisp recordings—brilliant highs and full bass. No rubber or substitutes, nothing to deteriorate. Guaranteed day in and day out for uninterrupted service every day for years. Records freq. 30 to 10,000 cycles and over. Impedance 15 ohms. Requires + 14 db. input level, 2 or 3 watts. Climatically sealed. For replacement or new installations.

U. S. Patent No. 2005154

Universal Microphone Co., Ltd.
INGLEWOOD, CALIFORNIA, U.S.A.
EXPORT AGENTS FRAZAR & CO 7 FRONT ST SAN FRANCISCO

—A NEW—
SOUND EFFECTS TABLE

Here is the new Gates Sound Effects Table, designed in response to a host of requests from Broadcasters all over the Nation.

Complete in every respect, ultra modern in appearance to match modern studios this newest Gates equipment release will find wide application in every studio creating dramatic programs. Leading sound effects men were consulted before designing this instrument and this plus the nearly 17 years of manufacturing quality broadcast equipment is your assurance that this latest Gates development is as fine as money can buy and *will fit your pocketbook.*

Write or wire for catalog bulletin Br. 20.

GATES RADIO & SUPPLY CO.
QUINCY, ILL., U. S. A.

Merchandising & Promotion

Chicago Stunts — Fun at Low Cost — Auto Showings — Like Kansas — Iowa Mud — Here's WOW

NOVEL is the cardboard loving cup recently issued by WMAQ, Chicago, as a merchandising piece. Done in realistic silver color, the cup carries this inscription, "Awarded to WMAQ by Astute National Advertisers 72% more hours of sponsored network programs than the next most prominent Chicago station." WMAQ, owned and operated by NBC, is a member station of the Red network.

Second in a series of five WMAQ promotion pieces was a copper seal with blue ribbons attached and a card which read, "Awarded to WMAQ by national advertisers of the food industry 230% more network food advertising than the next most prominent Chicago station. When you want to reach the people who eat, use WMAQ."

* * *

A Sample of Radio

TO ADVERTISING prospects who have never used radio, KWTO-KGBX, Springfield, Mo. gives a single spot announcement, free of charge, not mentioning any name, but plugging one of his products. The announcement names the product and tells listeners to call the studio to identify the advertiser. Names of all callers are taken and sales of the product—unadvertised at the time in any other medium —are checked. Results are used to prove radio's worth.

* * *

Cheaper Than Theatre

PUFFING radio as "the cheapest pass to real enjoyment you'll ever know", WAAW, Omaha, has started a campaign to get listeners to keep their radios tuned in throughout the day. Opening gun in the campaign came in a series of spot announcements declaring, "It is cheaper to operate the average house radio all day every day in the month than to take the family to the theater once a month."

* * *

When News Is Hot

WWL, New Orleans, sent 3,000 telegrams to clients, over the signature of Manager Vincent F. Callahan, calling attention to the WWL news service and asking advertisers' indulgence for news flashes.

FACSIMILE equipment of the McClatchy station group was exhibited at the California State Fair, with 100,000 seeing the exhibit and receiving copies of a booklet on facsimile.

Promotion by Posies

WILD FLOWERS of California are being used successfully by Richfield Oil Corp. to promote its products. Each spring for the last six or seven years flower booklets, picturing flowers on four color process plates taken largely from actual natural color photographs, have been distributed by Richfield stations. The booklets also contain travel information, telling the motorist where the best flower displays can be seen over the state at various seasons. In 1938 over a half-million booklets were distributed, and the *Richfield Reporter* broadcasts carried reminders from time to time as particular displays appeared on the Pacific Slope.

* * *

Safety in Numbers

NORTH DAKOTA State Highway Department, cooperating with KFYR, Bismarck, in publicizing Commercial Credit Co.'s safety program, *It Happened So Quick*, has equipped highway patrolmen with posters and stickers to be distributed over the State. Every piece of mail going out of capital offices in Bismarck carried tags telling program style and time, and some 10,000 tags and 2,500 posters were put out in about four days.

* * *

Motor Previews

AIR PREVIEWS of 1939 automobiles, before they are displayed publicly, are carried by WQAM, Miami, cooperating with local auto dealers. Opening with a description of the new Plymouth direct from the distributor's garage, along with an interview with the dealer regarding innovations and changes in the new model, Announcer Leslie Harris also took a ride, broadcasting as he went, using the WQAM mobile unit. More previews will accompany the announcement of other new models.

* * *

WCCO at the Fair

FOR THE Minnesota State Fair, at which an estimated 100,000 visited its radio exhibit and fairground studio, WCCO, Minneapolis furnished a photographic display of CBS and WCCO artists, gave WCCO thimbles to the ladies, and originated a series of special broadcasts from the grounds. *Ladies First*, afternoon feature conducted by Florence Lehmann, originated from the Fair several days, along with a series of man-on-street interviews through the week. Allis Chalmers Co. and McCormick-Deering both originated programs from the grounds through WCCO.

* * *

KYW Opening Depicted

CHRONICLE of the opening of the new $600,000 studios of KYW, Philadelphia is the recently issued 20-page brochure picturing the new building and station personnel.

* * *

Business in Minnesota

FIFTH annual Minnesota Business Map has been published jointly by KSTP, WCCO, WTCN and WDGY, along with several Twin City publications.

Die-Cut Reply Cards

DIE-CUT busines reply card in the shape of a Kansas map accompanies the recently published 30-page booklet, *1938 Kansas Radio Facts*, being distributed by WIBW, Topeka. The plastic-bound brochure gives a compact account of the results of the 1938 survey of radio listening directed by Dr. H. B. Summers, of Kansas State College.

* * *

Hats for Grid Fans

WILLARD HAT Co., Dallas, sponsor of a football interview program featuring Coach Matty Bell of S. M. U. on WFAA, Dallas is awarding three hats each week to listeners sending in the greatest number of standard English words made from letters of the names of different styles of hats made by the company.

* * *

Suspecting Mutual

MUTUAL Broadcasting System has issued a booklet, "We Suspect". What Mutual suspects is that there are two vital new needs in network radio, (1) a vast need for test tube broadcasting, and (2) a need for more accent-advertising, both of which that network claims to be best able to provide.

* * *

Cakes for 500

OFFERING free cakes to the first 500 customers during its 52d anniversary sale, the local Sears-Roebuck store plugged the event with newspaper advertising supplementing its program on Fred Jaske's *Timekeeper* on WSYR, Syracuse, and produced Timekeeper Jeske at the store to pass out the cakes.

* * *

Talking Their Way Out

GUESTS on *Ad Libbers' Club*, weekly half-hour of WDBJ, Roanoke, Va. are given a situation, outlined by the master of ceremonies, out of which they must ad lib their way within two minutes. Contestants get passes to a local theater for participating.

* * *

NSF

BESIDES cellophane wrappers for cash disbursements, a printed note is attached to all checks issued by KFRO, Longview, Texas to remind recipients that trading with KFRO advertisers would mean bigger checks and more money for them.

* * *

Pay Dirt

CELLOPHANE envelope containing a sample of Iowa's "Grade A Soil", attached to a reprint of its Aug. 15 advertisement in BROADCASTING, stressing its coverage of "22,000,000 acres of America's richest farm land", is being distributed by WMT, Cedar Rapids.

* * *

Lambdin Kay's Book

LAMBDIN KAY, manager of WSB, Atlanta, and the *Atlanta Journal*, are distributing their annual 48-page *Football Fan's Dope-Book*, covering rules of the game along with 1938 schedules and 1937 results for college teams.

Life Starts

FIGHTING arbitrary discrimination against aging employes, the Over Forty Assn. is sponsoring dramatizations of actual cases in its records of experienced employes being shoved out in favor of younger blood simply because they were getting old. First program was carried on WCAM, Camden, and the organization plans to carry on the series, probably up to five times weekly, adding WTNJ, Trenton, and WPG, Atlantic City and other stations serving New Jersey.

* * *

New to Salt

PROMOTING new 5,000 watt installation at KDYL, Salt Lake City, the *Salt Lake Tribune* carried an eight-page KDYL section in a recent Sunday edition, picturing the new transmitter building, Blaw-Knox vertical radiator, station personnel, and broadcast scenes from the KDYL Radio Playhouse.

* * *

Sperry Offer

SPERRY FLOUR Co., San Francisco, sponsors of *Dr. Kate*, a five-a-week drama on NBC Pacific Red, is offering its listeners a four-piece condiment set in colored Franciscan ware, in exchange for 50 cents and a sales slip for a purchase of Sperry Pancake and Waffle Flour.

* * *

Union Premium

UNION OIL Co., Los Angeles, which recently launched a series of programs on the *Woman's Magazine of the Air* Thursdays, 2:45 to 3 p. m. (PST) over NBC-Red network on the Pacific Coast, offered a trial tube of Union Glass Cleaner to listeners, free upon request at any Union Oil Service station, grocery or hardware store.

* * *

Used Car Bonanza

TWO HUNDRED used cars and trucks were sold by nine Kansas dealers during the Kansas Free Fair when they combined their best bargains, displayed them on a single lot at the *Free Fair Used Car Jubilee*, and for the week of the Fair plugged the *Jubilee* with 20 spots a day on WIBW, Topeka.

* * *

WOPI's Own Exposition

WOPI, Bristol, Tenn., from Oct. 10 to 15 is conducting a Food, Auto & Radio Show as a promotion and as a vehicle for participating sponsors. It is providing 25 booths and a stage in a giant tent for exhibits and broadcasts. Tickets will be available at stores of participants.

* * *

WOW Promotes Food Show

WOW, Omaha, entertained 600 members of the Omaha Retail Grocers Assn. at a smoker Sept. 22, preparatory to the 33d annual Manufacturers' Assn. Food Show. WOW handled all promotion for the show, formerly a newspaper undertaking.

* * *

Satisfied KFAM Users

BROCHURE recently published by KFAM, St. Cloud, Minn., along with pictures of the new studio and transmitter, carries testimonials from satisfied advertisers and market data.

* * *

Change in Payors

ENVELOPE sticker on outgoing mail—"It's Not the Woman Who Pays—It's Radio Advertising"— is being used by WSVA, Harrisonburg, Va.

NOW 10 FALL COMMERCIAL NET WORK ORIGINATIONS ALREADY SCHEDULED FOR WLW

Leading agencies are finding new characterizations and original presentations for their script shows and productions NOT needing Broadway and Hollywood talent and are SAVING MONEY to buy additional stations. **You too** can get the most audience for your network appropriation by economical production with WLW's independent talent.

New voices—fresh personalities—tomorrow's stars—put sparkle in your script—save dollars in production.

BUY MORE STATIONS WITH MONEY SAVED!

More listeners—more sales! This is the point where appropriation dollars will stretch without weakening any part of the plan. WLW maintains the greatest independent source of talent in the country.

ABLE STAFF AND SPOT DRAMATIC CAST OF 50

If your show needs no big names you will find WLW staff dramatic and spot cast of 50 fits any script. Special talent to individualize your show is easily and economically added.

53 staff musicians provide any type background . . . Nationally known conductors, arrangers and directors.

Many agencies in New York and Chicago find that WLW originating facilities provide big time showmanship at half the cost of metropolitan production.

CINCINNATI
LARGEST INDEPENDENT SOURCE OF TALENT

GET FREE AUDITION

WLW

Let us cast your script—furnish you with **free** recording. You'll be amazed when you listen and then look at the cost.

WLW is a constant source of NEW ideas. Several sustaining shows with audiences already built available for fall campaigns. Write, or wire or tune in

THE NATION'S STATION

NEWEST RCA FIELD AMPLIFIER

OP-5

BRINGS YOU EVERY FEATURE YOU WANT FOR FIELD BROADCASTS!

PRACTICALLY custom-built to your requirements! The new RCA OP-5 is what you've wanted for field broadcasts! A single unit field amplifier, it weighs only about 37 lbs. complete with batteries. And because of its small size you can carry it into all sorts of places with extreme ease. And it's ready for instant use at the flick of a switch.

Fidelity characteristics of studio amplifiers have little on the OP-5! With it you can broadcast practically anything—from football game to symphony concert. Frequency response is uniform within plus or minus 1 db (30-10,000 cycles), distortion below 1%, from 50-7,000 cycles. Noise level below minus 58 db. That's pretty good evidence that outside pick-ups sound *better* with the OP-5!

Other features of this instrument that you'll like include its 4 ladder-type variable mixers; an illuminated volume indicator meter which has a separate battery for the lamp; a potentiometer master gain control of rugged, noiseless construction which uses switch points and high quality fixed resistors. These features plus the many others shown at right, are proof that it will pay you to own the OP-5. Designed for you—it will make your field broadcasting problems simple. For further details write to the nearest district office.

- Light weight—small size—truly portable
- "Studio quality" transmission — high-grade components and feed-back circuit
- Dry-battery operated for assurance of program continuity
- Self-contained—no broken cables
- Flexible operation—4 ladder-type mixers
- Illuminated VI meter — also indicates battery voltages and plate currents
- Hinged chassis — unusual servicing accessibility
- New low voltage, non-microphonic pentode tubes
- Full sized—special shielded transformers
- Attractive appearance—streamlined knobs and meter, reversed-etched panel, gray wrinkle finished cabinet.

• • •

There is an RCA Tube for every purpose in broadcasting

RCA *Broadcast Equipment*

RCA MANUFACTURING COMPANY, INC., CAMDEN, NEW JERSEY
A SERVICE OF THE RADIO CORPORATION OF AMERICA

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 490 Peachtree St., N. E. • Dallas: 2211 Commerce St. • San Francisco: 170 Ninth St. • Hollywood: 1016 North Sycamore Ave.